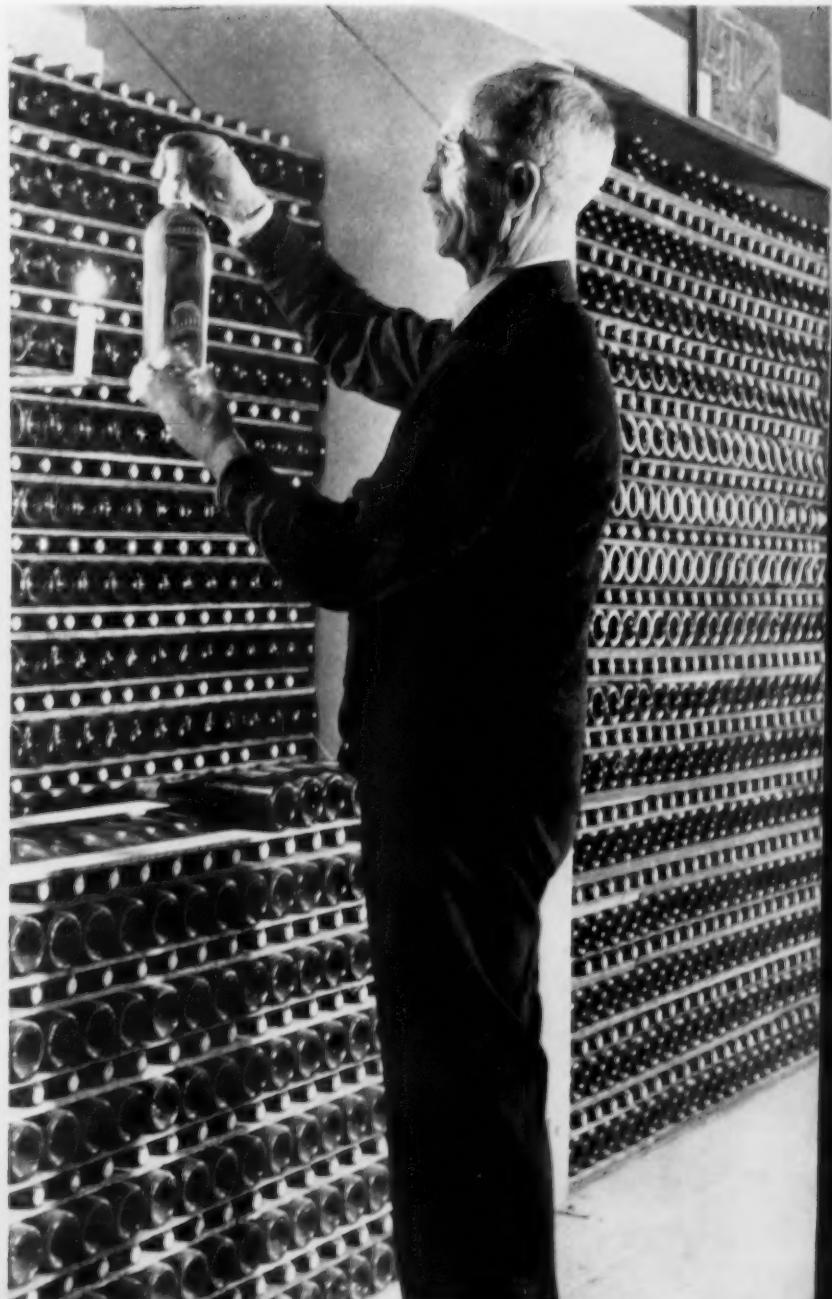
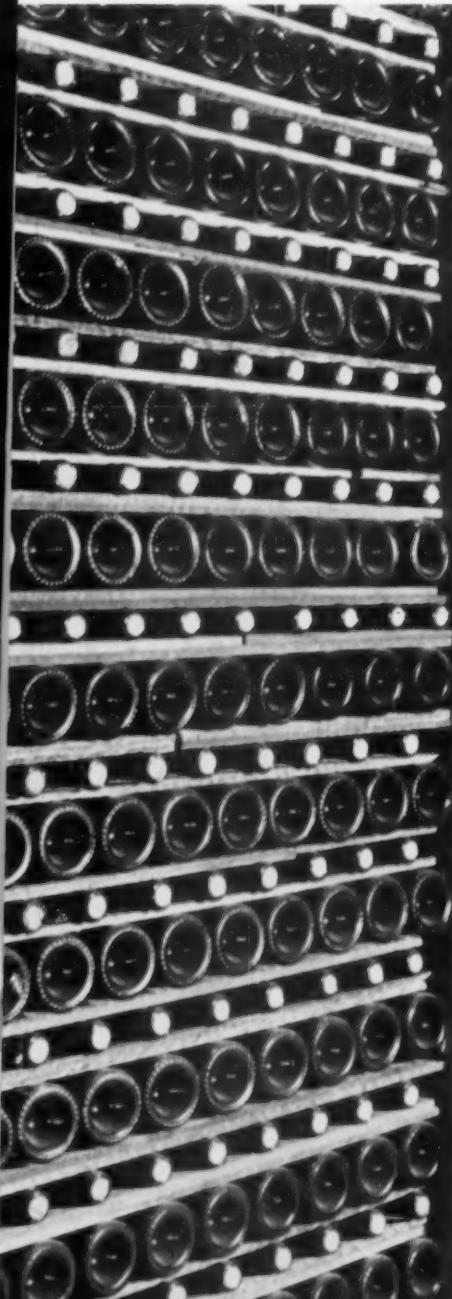


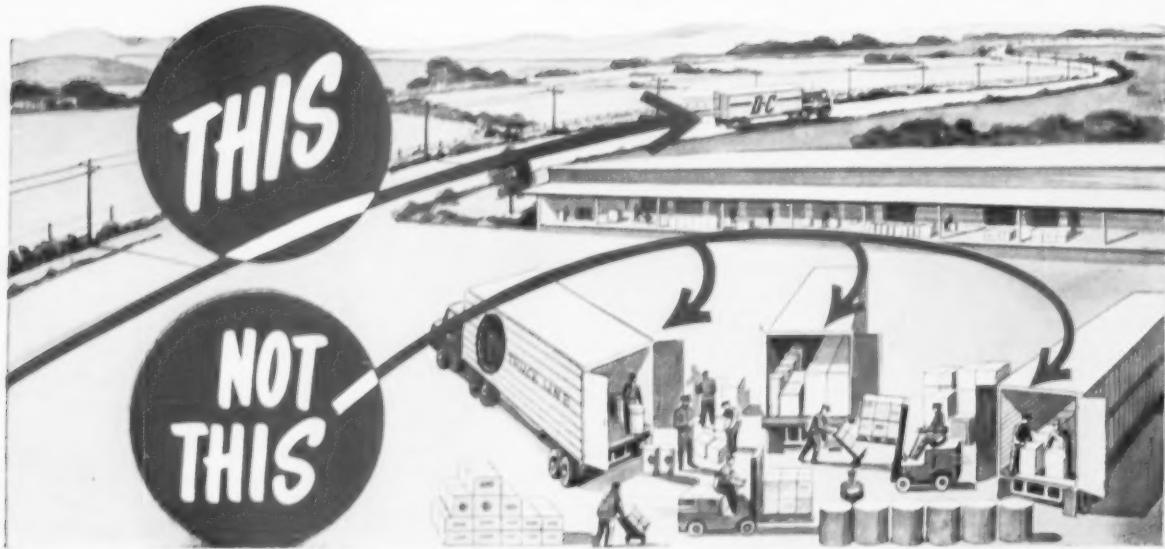
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DECEMBER 1956



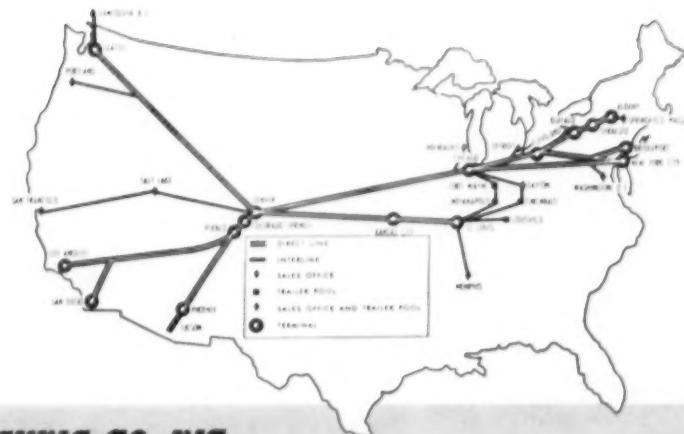
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Denver Chicago TRUCKING CO., INC.



Baker Trucks at Humko do double duty!

The Humko Company saves time and cuts costs with a fleet of 5 Baker Fork Trucks. Equipped with truck-loader mast and extra lift attachment, these trucks lift loads 148 inches—high enough for Humko's highest warehouse stacking jobs—from a 68-inch nested mast height—low enough to load highway trucks and boxcars.

Thus Humko takes full advantage of the flexibility of Baker Trucks—using the same trucks for double duty—saving the expense of additional equipment and saving the time of transferring loads from one machine to another . . . Let us show you how you can make similar savings in your plant or warehouse.

The Baker line includes gas, electric and gas-electric powered fork trucks. Capacities range from 2,000 to 10,000 pounds.

THE BAKER-RAULANG COMPANY
1216 WEST 80TH STREET • CLEVELAND 2, OHIO

A subsidiary of Otis Elevator Company

688

handling equipment

DECEMBER, 1956

Circle No. 1 on Card, Facing Page 49, for more information



The Cream *Always* Comes To The Top

FOR MANY YEARS railroad spokesmen have vigorously contended that trucks "skim off the cream" of traffic. Just recently a widely distributed publication of a major rail line said: "Highway carriers skim off the cream. The fact that the average ton-mile revenue of highway carriers is approximately four times that of the railroads indicates the extent to which these carriers seek the higher rate type of traffic between important terminal points."

Does it?

Or does it, rather, indicate that the inherent qualities of truck transport—door-to-door delivery, dispatch, and lower loss and damage, among others—make truck service ideal for certain kinds of traffic which is basically high-rated?

Take less-carload business, for example. It carries the highest rates. Railroads are not geared to handle it physically, and historically they have lost money attempting to compete for this business—total annual

losses running into millions of dollars out of pocket many years. Trucks physically are best able to handle this kind of traffic. Maybe you could call this "cream" for trucks but it is sour milk for railroads.

Or take coal, or any one of a dozen low-rated commodities. Railroads, again for inherent reasons, can haul this traffic and do very well indeed on the profit side. For them it would be "cream." Trucks, except in special situations, aren't as closely tailored to this kind of hauling as are the rails, and such traffic would not be "cream" for trucks.

Whether traffic is "cream" or not "cream" depends upon the shipper's needs and the carrier's ability to meet them efficiently and economically, not whether it is high-rate or low-rate traffic.

Moreover, each carrier's "cream" tends to rise to the top—carriers generally get that business which they can do the best job of handling.



AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!

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December, 1956

CONTENTS

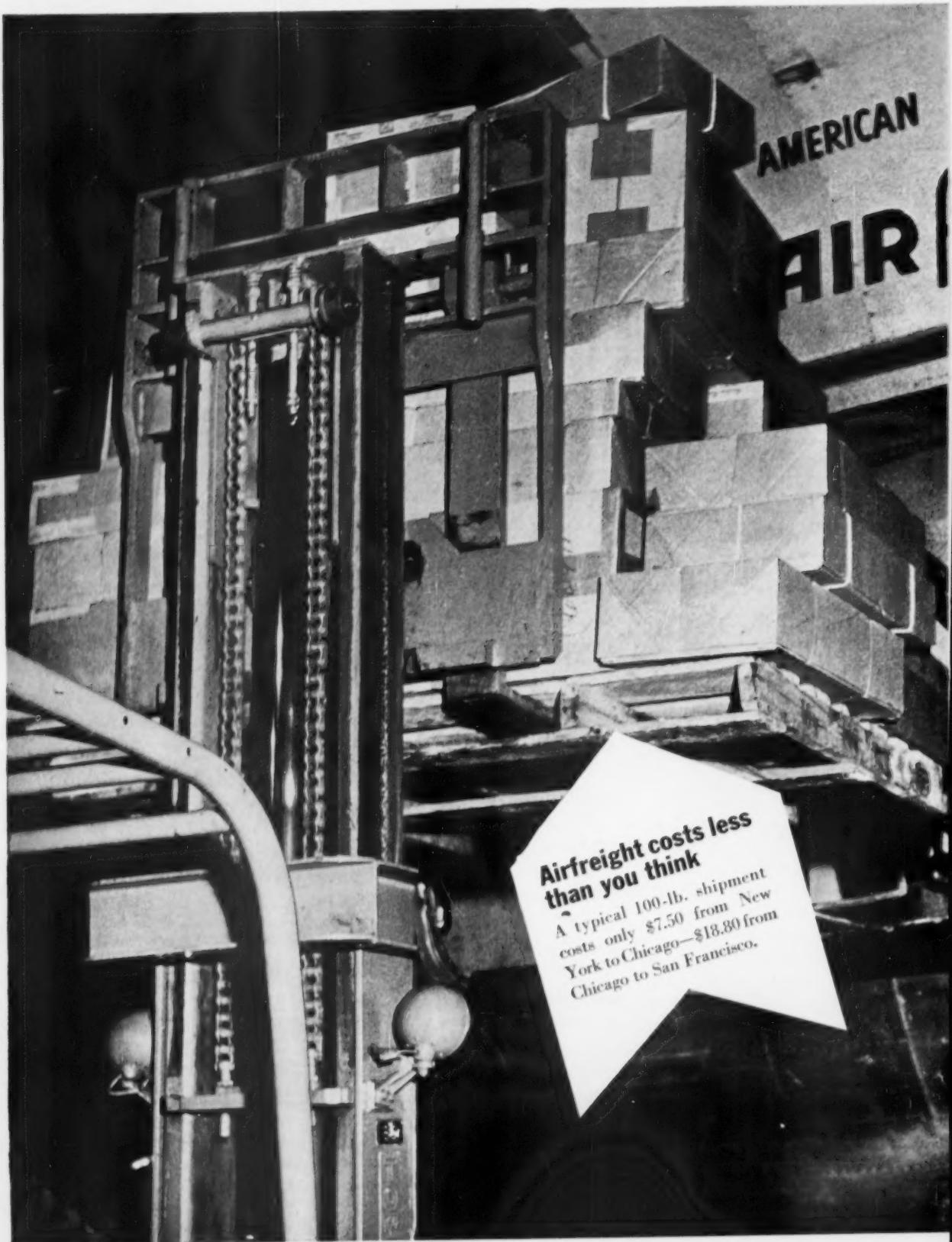
FEATURES

Radial Distribution via Public Warehousing	John H. Frederick	31
Public warehousing provides a way to integrate physical and financial distribution		
Packaging and Distribution of Wine	Warren E. Crane	32
New procedures in the wine industry reduce overages, shortages, damage, and handling costs		
Order Filling Aid Cuts Costs 50%		35
Ten-thousand cartons are addressed and shipped daily with this new cost-cutting system		
Canned Ball Bearings for Military Shipment	Jim Joseph	36
Air Force cans ball bearings for shipment to extend shelf-life and eliminate repackaging		
Package Protection for Heavy Commodities		38
Redesign of shipping containers brings substantial savings to manufacturers of heavy items		
Integrated Approach to Physical Distribution		40
SIPMHE Exposition aligns materials handling-packaging with transportation-warehousing		
Is Your Shipping Container Up to Date?		42
Old single-purpose, hard-to-handle container has become a multi-purpose, re-usable package		
Packaging Literature		47
Roundup of brochures, leaflets, folders, and booklets covering improvements in containers		
Coordinating Trailership Service	Wayne W. Light	54
Ship operator, motor carrier, and shipper can gain from trailership in total transportation		
Big Staples Solve Reclosing Problem		55
Containers which are opened for revenue stamps are pilfer-proof when reclosed with staples		
A Look at European Refrigerated Storage	John Grindrod	56
Refrigerated warehouses and plants in England, Sweden, and Holland show handling methods		
Know Your "Marks"?		59
A simple test of your powers of visual recognition, using common carrier symbols and marks		
DA Materials Handling Primer—Part XV	D. O. Haynes	60
A study of exterior containers as well as materials handling methods for boxes and cases		

DEPARTMENTS

Chuting the News	13	Washington DA	29
Coming Events	19	Free Literature	48
Men in the News	19	New Products	50
On The Line	23	Warehouse Spotlight	78
Letters to the Editor	24	Within the Law	79

A REPORT TO MARKETING EXECUTIVES FROM



AMERICA'S LEADING AIRFREIGHT CARRIER



To make the most of airfreight's ability to provide better handling and faster deliveries, marketing executives are specifying American Airlines Airfreight for these important reasons:



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Only American offers the extra speed of direct one-carrier service to all ten leading retail markets . . . more than two-thirds of the top thirty . . . all twenty-three leading industrial areas in the United States.

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American has space for your shipments when and where it's needed most. A combined daily lift potential of over a half-million pounds gives American the greatest capacity of any airline.

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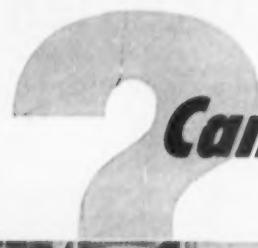
Shipments get faster forwarding . . . spend less time in terminals with American's greater frequency of schedules. Over 1000 departures daily offer more service to more cities than any other carrier.

DEPENDABILITY

First with scheduled airfreight, American today has the largest, most experienced personnel force . . . most modern handling facilities. Is better able to solve shipping problems . . . provide dependable on-time deliveries.

AMERICAN AIRLINES AIRFREIGHT

carries more cargo than any other airline in the world



Can I afford a Towmotor?



You can!

Typical savings produced by Towmotor Fork Lift Trucks are revealed in recent Certified Job Studies which show that: For one company, one Towmotor Fork Lift Truck paid for itself in 10 months. For another company, six Towmotor units saved \$50,000 in a single year.

It's an amazing fact that most companies now using outdated materials handling methods are, through hidden costs, already paying the price of Towmotor equipment. To discover how you can save money on your materials handling, call your Towmotor representative today! . . . or write for Certified Job Studies covering your industry. TOWMOTOR CORPORATION, Div. 1912, 1226 E. 152nd St., Cleveland 10, Ohio.

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Manufacturing Company
reduced Handling Costs,
speeded Carrier
Turn-around 50%.
Ask for Job Study #151

THERE'S ONLY
ONE FORK LIFT TRUCK
CALLED TOWMOTOR

TOWMOTOR
THE ONE-MAN-GANG

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Maybe YOU should wear **4 stars...**



Perhaps you have never thought of it in this way. But when you, as a traffic executive, route a freight shipment over the U.P., an army is at your command.

Engineers, brakemen, dispatchers, signal men, telegraphers, I.B.M. machine operators, and many other employees with not only basic but advanced training are at their posts to see that your shipment is handled promptly and efficiently.

So, in a sense, you're the 4-star man at G.H.Q. To put this army in motion, just call your nearest U.P. representative.

* * *

Incidentally, the man who contacts you is also a convenient source of information about industrial sites in the "Union Pacific West."

UNION PACIFIC RAILROAD

*This advertisement first appeared in December, 1935.
It is being reprinted by request.*



in terms of human values...



This Christmas, we at Spector are again privileged to make a significant contribution to needy charitable organizations in the name of our customers.

We are deeply gratified that our Christmas Observation Program so clearly reflects the attitudes of the men and women of the transportation community. For we, like you, are firm in our conviction that the true interpretation of the spirit of Christmas can be made only in terms of human values.

In furtherance of our Christmas observance policy, we have requested our scores of suppliers similarly to forego the sending of tangible gifts to any of us. A card, a note, a call . . . and a continuing interest in our growth and well-being . . . will make our holiday season a most complete and satisfying one.

And so, for the less fortunate who on this day will benefit from your Spector routed Christmas gift—Merry Christmas.

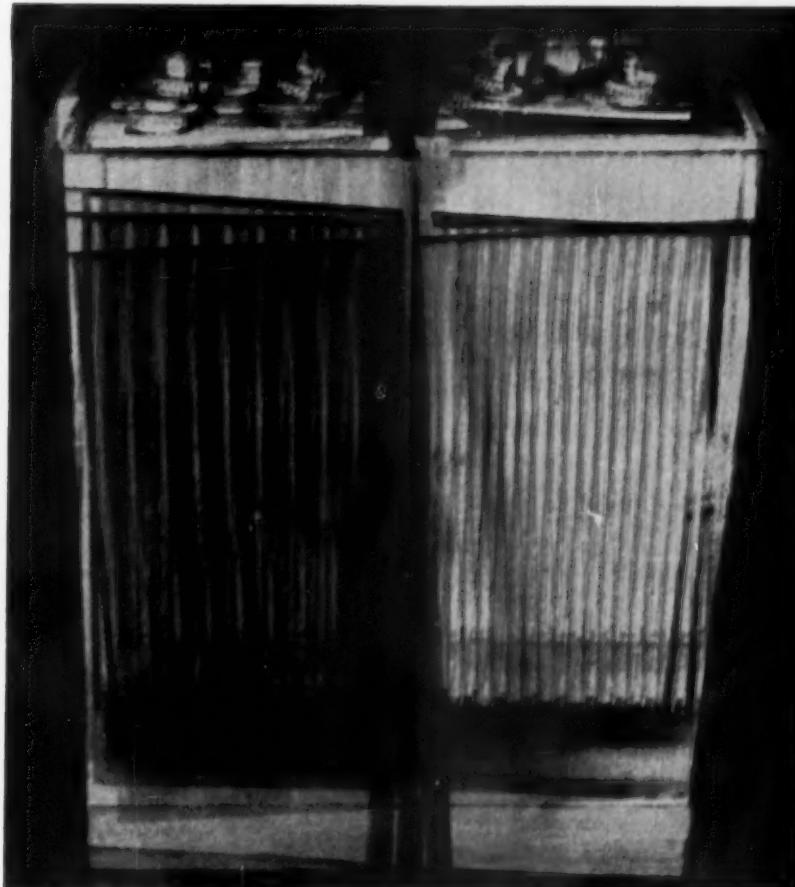


seasons greetings from the men and women of **SPECTOR**

SPECTOR FREIGHT SYSTEM, Inc., Chicago 8

EXIDE-IRONCLAD BATTERIES

For electric industrial truck operation



Actual photo taken during vibration torture test on an Ironclad Battery



Section of Ironclad positive plate

Vibration can't loosen active material — can't shorten battery life

BATTERY FOR ELECTRIC INDUSTRIAL TRUCK. Exide-Ironclad Model TH. Write for Bulletin No. 5161.



When a heavy duty storage battery gets the "shake treatment," battery life is literally at the mercy of the bond between the positive grid and the active material. Heavy shedding means short life.

But look what happens in an Exide-Ironclad Battery. Active material is held firmly captive inside the plastic power tubes. Hair-thin slits let electrolyte in, but keep active material from falling out. In prolonged vibration tests, this unique design has proved to be a valuable battery life stretcher. These findings are confirmed in the long, dependable service of Exide-Ironclad Batteries in typical high-vibration applications.

This superior performance is only one of the many extra advantages in Exide-Ironclad Batteries — advantages that have earned them an unmatched reputation for long life and high capacity. When you order heavy duty batteries, or the equipment that requires them, be sure to specify Exide-Ironclad. Write for detailed bulletin. Exide Industrial Division, The Electric Storage Battery Company, Philadelphia 2, Pa.

Exide®

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Happy Endings make

GREYVAN PREFERRED

for nationwide moving

*of household goods, trade show
displays, and office furnishings*

Exceptional follow-through at destination is the crowning touch of Greyvan's complete moving service which provides a happy ending to moves by your transferred personnel!

The Greyvan representative at destination sees that delivery instructions are followed to the letter—handles any special service problems which may occur—makes on-the-spot settlements of almost any claims that may arise.

By keeping employee morale high and enabling transferred personnel to get into full swing in their new assignments sooner, Greyvan service becomes one of the best possible investments in personnel efficiency!

You'll find Greyvan's service at destination equally valuable in connection with moving office furnishings and shipping trade show displays. Call your local Greyvan representative for complete information.

GREYVAN LINES, INC.

67 West Grand Avenue, Chicago 10, Illinois
See Classified Telephone Directory for nearest office

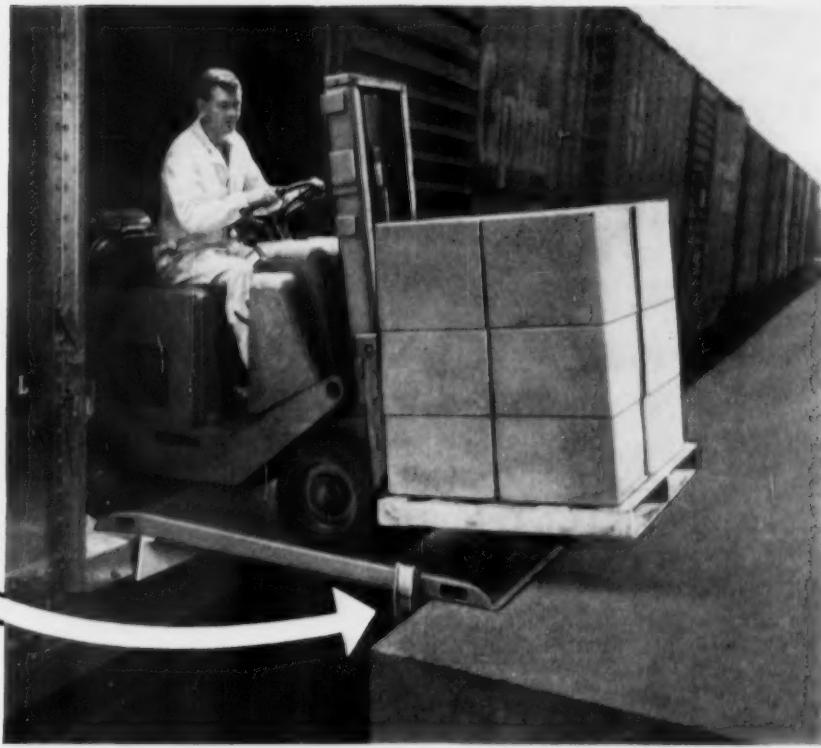


A Greyhound Lines subsidiary . . .

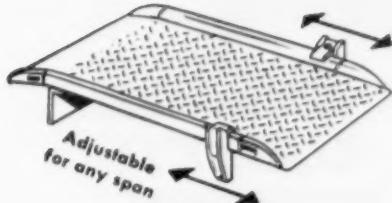
Greyvan is one of America's leading long-distance moving companies . . . provides dependable, responsible, efficient service by skilled, courteous personnel, using America's most modern moving methods and equipment.



NEW



Adjustable SPAN-LOCKS* — an exclusive feature of Magcoa Magnesium Dockboards



- Now you can eliminate all board slippage
- Lock your Dockboard in any desired position
- Use a single Dockboard to do double duty

* Patent Pending

Now Magcoa has eliminated all board slippage . . . by developing the revolutionary new Span-Locks. Span-Locks eliminate the need for adjustment pins . . . increase efficiency and prolong the life of your board.

Span-Locks permit you to lock your Dockboard in any desired position . . . even when angle-parking is necessary at your truck dock or when you have a curved-track rail siding. Whether your dock-to-carrier span varies from 3 inches to 63 inches (or more), Span-Locks adjust to your exact needs; to hold the board exactly where you want it.

New Span-Locks permit you to use a single Dockboard for both truck

loading and rail loading . . . with complete safety and efficiency.

You may even be able to use Span-Locks on your present Dockboard.

Fifteen months of testing on busy customer loading docks have proved that Span-Locks are versatile and rugged.

dock loading efficiency and safety. Send for your free copy today.

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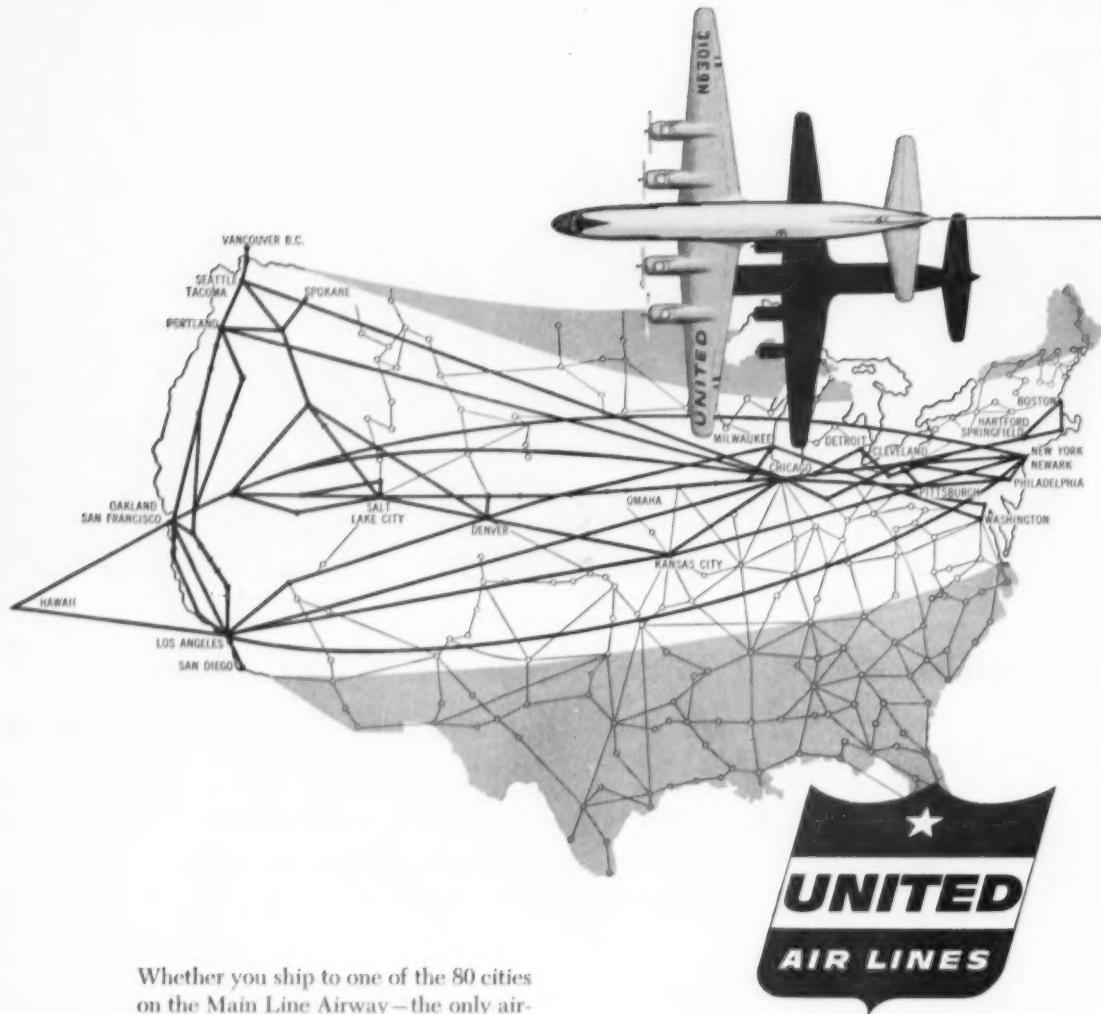
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City-Zone-State _____

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Your Air Freight Line to Everywhere



Whether you ship to one of the 80 cities on the Main Line Airway—the only airline route linking the East, the great Midwest, all the Pacific Coast and Hawaii—or to any other point in the nation or the world, ship United!

United's Reserved Air Freight (space cleared and held for your shipment on *any* United flight), frequent schedules, single airbill and door-to-door delivery service all help to speed your shipment and simplify your shipping.

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Examples of United's low Air Freight rates

per 100 pounds*

CHICAGO to CLEVELAND	\$4.78
NEW YORK to DETROIT	\$5.90
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SEATTLE to LOS ANGELES	\$9.80
PHILADELPHIA to PORTLAND	\$24.15
SAN FRANCISCO to BOSTON	\$27.00

*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.

SHIP FAST . . . SHIP SURE . . . SHIP UNITED



Chuting The NEWS

The Cover



A winery worker tests bottles of wine before their shipment by rail, truck, and water to all parts of the nation. The glass container and wine industries have carried on surveys to determine best loading procedures for rail shipping of bottled products. Results of these studies, as put into practice by the Italian-Swiss Colony at its two California wineries are described in story beginning on page 32.

—DA—

Cartagemen Opposing Federal Excise Tax

The proposed annual federal excise tax discriminates against local cartagemen, it was claimed at the Mid-Year Meeting of the Local Cartage National Conference.

Meeting last month in New York, the ATA group hit the tax of \$1.50 per 1,000 lb on the gross weight of all vehicles in excess of 26,000 lb. The Cartage Conference claimed that vehicles of its members rarely exceed a taxable gross weight of 26,000 lb although their capacity may exceed this figure.

The Conference requested time for presentation of its views at Internal Revenue hearings, according to Frank H. Floyd, general manager of the Conference.

Resolutions adopted called for intervention in the Hinchcliff case, and registered a protest in cases arising from applications of the United Parcel Service, Inc., for additional authority.

National Industrial Traffic League Conducts 49th Annual Meeting; Grant Arnold Elected President

The National Industrial Traffic League, representing some 1800 industrial traffic managers, conducted its 49th Annual Meeting in New York Nov. 15-16. C. N. Stabler, financial editor of the New York *Herald-Tribune*, addressed the Annual Luncheon. He spoke on "Diversification of Industry."

—DA—

Slide films of 400 photographs of material handling equipment in operation are available from the College-Industry Committee on Material Handling Education. The slide films are available to industry at a cost of \$15 a set and to colleges at a cost of \$10 a set.

—DA—

Contract Carriers Re-elect Rice

The Contract Carrier Conference at ATA, meeting recently in New York, re-elected Chairman E. G. Rice, of Complete Auto Transit, Inc., Detroit.

Other officers re-elected were: Charles T. Livezey, Ohio Cartage Co., vice chairman; Ray A. Brown, Meadows Transfer Co., secretary; and Harley B. Worrell, Hunter Cartage Co., treasurer.

In addition to the officers, the Board of Directors will be composed of: L. S. Carroll, Red Circle Trucking Corp.; Jack Cooper, Jack Cooper Transport Co., Inc.; S. F. Derby, H. Maynard Gould Co.; R. E. Dieckbrader, Dieckbrader Express, Inc.; C. B. Fischbach, Fischbach Trucking, Inc.; J. Albert Kramer, Rabiger-Kramer, Inc.; A. P. Nelson, Wacker Warehouse Co., Inc.; J. L. Pomprowitz, L.C.L. Transit Co., Inc.; Milton D. Ratner, Midwest Transfer Co.; C. J. Williams, Hillside Transit Co., Inc.; and William L. Wise, Miller Truck Co.

Grant Arnold, of E. J. Lavino & Co., was elected president. He succeeds Lowe P. Siddons, of Holly Sugar Corp. Elected vice president was William H. Ott, of Kraft Foods Co. E. W. Girton, of Wilson & Co., Inc., was elected chairman of the Executive Committee.

A good portion of the first day was given to discussion of Ex Parte 206, on increased rail rates. The League adopted, with minor revision, a resolution proposed by the Executive Committee.

The resolution urges immediate authorization of the seven per cent general interim increase being sought as an emergency measure by Eastern and Western railroads. The resolution further proposed "broad opposition" to the 15 per cent general increase sought by the same railroads. A committee was named to make a study of operations and revenue in an attempt to determine the extent of increase needed.

—DA—

Tape Council Meets

William H. Boylan, manager of the F.O.S. Industrial Tape Division of The Seamless Rubber Co., New Haven, was elected president of the Pressure Sensitive Tape Council at its Fourth Annual Meeting in Williamsburg, Va. Gregg Geiger, Johns-Manville Corp., Dutch Brands Division, is vice president.

(Please Turn Page)

Chuting the News . . .

(Continued from Preceding Page)

R. C. Williams Elected ATA President in New York; Moore Made Honorary Secretary After Long Service

R. C. Williams, of R. C. Williams Inc., Russell, Kan., was elected president of the American Trucking Associations, Inc., at the Annual Convention in New York late in Oct.

He succeeds C. J. Williams, of Hillside Transit Co., Milwaukee Wis., who was elected chairman of the Board of Directors.

Other officers elected are: Guy Rutland, Jr., Rutland Motor Convoy, Hapeville, Ga., first vice president; A. E. Cudlipp, Lufkin Foundry & Machine Co., Lufkin, Tex., second vice president; E. W. Krause, Security Cartage Co., Inc., Fort Wayne, Ind., third vice president; J. B. Godfrey, Jr., Great American Transport, Inc., Detroit, fourth vice president; and John M. Akers, Akers Motor Lines, Gastonia, N. C., treasurer.

Harry L. Gormley, of Keystone-Lawrence Transfer & Storage Co., New Castle, Pa., was elected secretary. Chester G. Moore, who retired after serving as secretary for many years, was elected honorary secretary for life.

G. B. Holman, of New Jersey, and John Ruan, of Iowa, were elected vice-presidents at large.

Vice presidents at large who were re-elected were: L. B. Brown, of Texas; Barney Cushman, of Illinois; George V. Eastes, of Washington; Clarence W. Finkle, Jr., of New Jersey; Kenneth C. Herriott, of Ohio; H. J. Horan, of Connecticut; J. Albert Kramer, of Pennsylvania; R. Whit Lee, of Oklahoma; Robert B. Lytel, of Oregon, and R. Stuart Moore, of California.

C. J. Williams, in his annual report pointed out that the industry had to meet truck size and weight limits on the federal level for the first time this year. He also said there would be no letup in a drive by competitors to create state barriers.

Claiming that the industry needs political strength, Williams said

that the seven-million adults in the trucking field are an important resource.

Neil J. Curry, California, chairman pro tem. of the Executive Committee, discussed taxes and size and weight limits under the Federal-Aid Highway Act. He also expressed concern about the Weeks Report and National Transportation Policy.

John V. Lawrence, managing director, reported that, following the progress of the Federal-Aid Highway Act through Congress, the trucking industry had never enjoyed a better reputation with the lawmakers.

Lawrence pointed to the dangers which the industry faces in Commerce Department tests to distribute the highway tax burden among various classes of vehicles on the highways. What we fear, Lawrence said, is "a determination based upon inconclusive and impressionistic data."

"The real answer lies in determination of the type of road that actually would be built in the absence of large and heavy vehicles to withstand the elements for a period of years and safely carry large volumes of high-speed passenger car traffic."

Interstate Commerce Commissioner Anthony F. Arpaia revealed that an increased budget will result in addition to the field staff of the Bureau of Motor Carriers of 33 district supervisors, 54 safety inspectors, and 35 clerical employees.

He also discussed changes in ICC membership but said that this did not mean a sudden, drastic change in policy.

A resolution was adopted by the board calling for a National Reciprocity Workshop Conference to review ATA policy on taxation of motor trucks in interstate operation. The conference was held Nov. 26 in Conrad Hilton Hotel, Chicago.

Piggy-Back Extended



Illinois Central Railroad recently announced plans to extend piggy-back trailer operations as far south as New Orleans. In addition to extending the territory, the company is adding van-load-lots to the lcl service with which it initiated piggy-back

Port Efficiency Basis Of New York Meetings

The New York Symposium of the International Cargo Handling Coordination Association, held recently, was a discussion on "Increasing Port Efficiency."

Chairmen for the four sessions were James P. McAllister, president, McAllister Brothers, Inc.; Alexander P. Chopin, chairman, New York Shipping Association; R. Admr. Edward C. Holden, USNR, president of U.S.P.&I. Co.; and William F. Giesen, general manager, Maritime Association of the Port of New York.

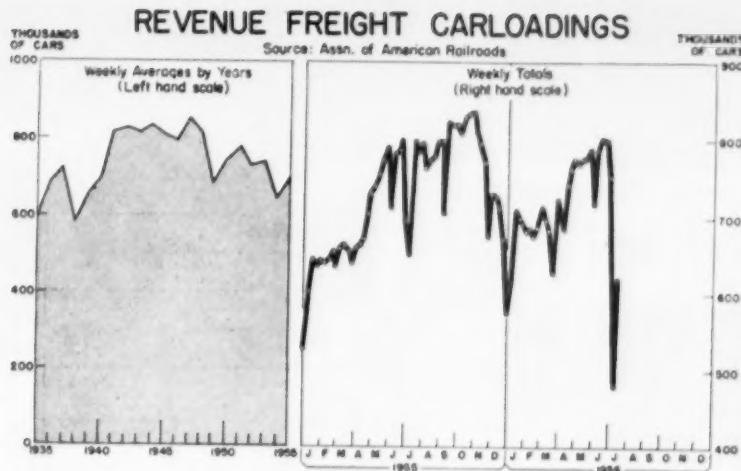
—DA—

Aircraft operations controlled by the CAA reached an all-time high in the fiscal year ending June 30. Traffic control along the airways showed a biggest gain of 23 per cent. Military postings showed an increase of 26 per cent.

—DA—

Industrial Packaging

American Materials Handling Society, under its National Technical Activity, has established an Industrial Packaging Division. Establishment of the Division is in recognition of the principle of the integration of the movement of materials and the importance of industrial packaging in that program.



Club Briefs

Herbert W. Farr, Plastic Wire & Cable Corp., spoke at the Oct. 30 meeting of the **Traffic Club of Eastern Connecticut**.

Interstate Commerce Commission Practitioners and members of the Delta Nu Alpha, Philadelphia Chapters, at their joint November meeting debated "Should The Commission Help The Small Businessman."

V. J. McCoy, Shell Oil Co., spoke at a recent meeting of the **Traffic Club of Houston**.

Albert R. Beatty, Association of American Railroads, was guest speaker at a luncheon of the **Traffic Club of Kansas City** last month.

American Materials Handling Society, New York Chapter, at its Nov. 13 meeting, heard Captain Charles L. Sauebier, USNR, speak on "Cargo Handling in Marine Transportation."

Frank K. Welch, Carrier Corp. spoke on "Developing People for Industry" at the Nov. 19 meeting of the **Traffic Club of Syracuse**.

The Philadelphia Chapter, American Materials Handling Society, heard A. M. Schofield, superintendent of TrucTrain Service, Pennsylvania Railroad, discuss "Trailer on Flat Car Transportation" at the Nov. 16 meeting.

Los Angeles Transportation Club on its "Freight Forwarders Day" Nov. 6, heard Col. Samuel Rubin discuss "Freight Forwarding—Past, Present, Future."

Metropolitan Traffic Assn. of New York, Inc. held its Air-Steamship-Warehouse Night, Nov. 13 at the Hotel Commodore.

The Western North Carolina Traffic Club meeting, at The Manor, heard Wm. W. Watt, American Trucking Assns., tell of a new program to halt rise in cost of small shipments.

Edward McFaul spoke at the Annual Dinner of the **Transportation Club of Buffalo** on Nov. 29.

The Southeast Traffic Club of Los Angeles, heard Prof. Russell B. Lindskog, atomic energy expert, speak at its Oct. 25th meeting.

The Milwaukee Traffic Club Annual Turkey Party was held at the Elks Club on Nov. 8.

— 68 —

Additional hearings in I&S No. 6616, Increased Demurrage Charges, will be conducted in Atlanta, Ga., Dec. 3-4; Dallas, Tex., Dec. 6-7; San Francisco, Calif., Dec. 10-12, and Highland Park, Ill., Jan. 8-11.

(Please Turn to Page 17)

News Briefs

Pier 15-17, The Port of San Francisco's newest terminal, was opened last month. Port officials predict that combination of the two piers may pave the way for extensive waterfront changes.

The **Truck-Trailer Mfrs. Assn.** will conduct its 16th Annual Convention at the Hotel del Coronado, Coronado, Calif., Jan. 19-23, 1957.

Shipments of steel shipping barrels and drums in August totaled 3,068 thousand units, 11 per cent below the July total and 8 per cent below shipments in August, 1955, according to the U. S. Department of Commerce.

Renewal of the **Trailmobile, Inc.** grant of \$50,000 for participation in the programs of the ATA Foundation has been announced.

The Federal Maritime Board, has been requested to approve an agreement whereby R. Stanley Dollar and Moore-McCormack Lines, Inc. would acquire all the stock of Pacific Argentine Brazil Line, a wholly owned subsidiary of Pope & Talbot, Inc.

Three more major railroads, the **Boston & Maine**, the **Chicago, Burlington & Quincy**, and the **Wabash**, have joined the five already associated with **Trailer Train Co.**, providing a pool of specially-designed flat cars for highway truck trailers in both local and interchange service on a national basis.

Sixty-five members of the **Southern Motor Carrier Rate Conference** last month attended a seminar on handling navy freight at the U. S. Naval Station, in New Orleans.

Powell Pressed Steel Co., Hubbard, O., has joined the **Material Handling Institute**.

Inland waterway freight carried 7.7 per cent of the nation's total freight

load in 1955, although the 28,996 miles of inland waterway represent less than one per cent of the country's transportation system, according to the **American Waterway Operators, Inc.**

International Harvester Co. has renewed its grant of \$50,000 in support of the ATA Foundation.

The Continental North Atlantic Westbound Freight Conference has announced that, effective Feb. 4, freight rates will be increased approximately 10 per cent.

— 68 —

Private Carriers Share Problems of Industry

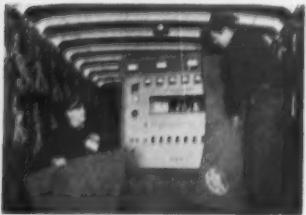
Harry E. Boot, of the ATA Law Department, speaking before the Private Carrier Conference of ATA, stated that both private and for-hire motor carriers must work together. Both, he explained, have the same problems and operating peculiarities.

After tracing the development of state reciprocity provisions for license plates, the speaker warned that the third structure tax picture is not so good. These taxes, which are over and above registration fee and motor fuel tax, in many cases cancel out license plate reciprocity.

Residence reciprocity laws probably affect private carriers even more than for-hire carriers. These laws extend reciprocity only to the residents of a state.



Careful, on-time household moves—a North American specialty!



Sensitive, high-value products can travel without dismantling, via NAVL.



NAVL (Creston Division) is best way to ship uncrated new furnishings.



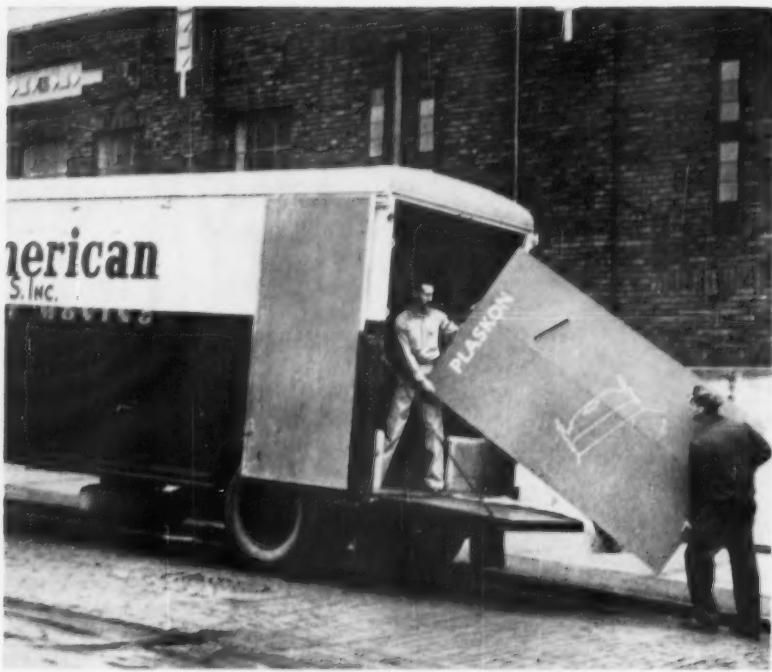
Move exhibit displays safest and quickest in NAVL padded vans.



By sea or air "anywhere"—that's North American World-Wide Service!

EXCELLENT OPPORTUNITY FOR LOCAL MOVERS

A few choice areas open for firms that can qualify as North American Agents. Many sources of extra business. Complete sales help. Write for information.



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Exhibit Displays handled as safely as NORTH AMERICAN "Wife-Approved" Moves!

Shipping a trade-show display via North American padded van saves precious time as well as money. From the point of origin it travels safely, quickly, *direct* to the exhibit hall. No local drayage, no re-shipping, no delays!

Your displays receive the same care that has made us famous as the "Wife-Approved" household goods movers. North American is the only van line with a specialized Exhibit Display Department, to solve every display-handling problem.

NAVL "FOLLOW-THRU" SERVICE

North American's nationwide dispatching network assures prompt pickup. And our 1100 agents—far more than any other organization—can "follow-thru" at any destination. Call your local NAVL agent or send for display moving brochure today.



NORTH AMERICAN VAN LINES, INC.

World Headquarters: Fort Wayne 1, Indiana
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INDUSTRIAL MOVING SERVICES: Quick, safe handling of Company-Paid Personnel Moves; Exhibit Displays; High-Value Products; New Furniture; Office Equipment. See your NAVL Agent.

WORLD-WIDE MOVING: LAND, SEA, AIR

DISTRIBUTION AGE

Chuting the News . . .

(Continued from Page 15)

Irregular Route Unit Re-elects P. D. Serra

Peter D. Serra, Rand Express, Inc., was re-elected chairman of the ATA Common Carrier Conference-Irregular Route, during the October convention in New York.

The conference also re-elected: Eldon Miller, Eldon Miller, Inc., first vice chairman; J. David Brothers, New Dixie Lines, Inc., second vice chairman; Kern L. Smith, Penn-Dixie Lines, Inc., third vice chairman; M. T. Richmond, Mercury Motor Express, secretary; R. A. Peters, Miller Transportation, Inc., treasurer and Dana L. Clark, Jr., Blue Line Express, Inc., chairman of the Board.

Preliminary plans for a technical school on transportation of commodities requiring refrigeration were approved.

—DA—

Arthur F. Lane, director of traffic, Chas. Pfizer & Co., Inc., addressed the graduating class and Alumni Association of the Traffic Managers Institute at graduation ceremonies in New York late in October.

Industry Honors Adler



Harry S. Adler (right) was presented with a commemorative plaque for long service to the fiber box industry at the annual meeting of the Fibre Box Association held in New York in October. Harold M. Treen, a director of the Association, made the presentation.

Snead Elected Chairman Of Regular Carrier Group

J. L. S. Snead, Jr., president of Consolidated Freightways, Inc., Menlo Park, Calif., is 1957 chairman of the Regular Route Common Carrier Conference of the ATA.

Other officers elected at the recent New York meeting of the conference were: Philip Hemingway, Hemingway Brothers Interstate Trucking Co., first vice chairman; L. D. Rahilly, Interstate Motor Freight System, second vice chairman; C. John Viking, Webber Cartage Line, Inc., third vice chairman and E. G. Minor, Western Trucking Co., Inc., treasurer.

Retiring Chairman R. A. Goodling, Dixie Highway Express, was named Conference ATA vice president.

—DS—

Pan-Atlantic Steamship Corp., Sea-Train Lines, Inc., Newtex Steamship Corp., and the Baltimore Steam Packet Co., have filed a petition with the ICC asking a 15 per cent freight rate increase to match the proposed rail increase.

ICC Award for Safety



E. G. Cox (center) of the Interstate Commerce Commission presented a national Green Cross safety award to Denver Chicago Trucking Co. B. E. McIntee, general safety manager, and William J. Blohm, vice president of operations and maintenance, accepted the award. For the year ending June 30, Denver Chicago had a record of 0.20 accident per 100,000 truck miles.

Mobile Training Unit



The maintenance management program of the White Motor Co. has launched a 50-city, year-long tour. The unit is equipped to set up class study in service shops. Inside the truck are about 18,000 lb of laboratory equipment and tools.

ATC Officers Named

Following is a list of regional vice presidents and directors elected and re-elected at the 33rd Annual Meeting of the Associated Traffic Clubs of America in Miami Beach late in October. (See earlier story in DISTRIBUTION AGE, Nov., 1956, p. 13.)

Regional vice presidents: F. J. Gill, Oxford Paper Co., New England; A. C. Roy, Pennsylvania Glass Sand Corp., Middle Atlantic; A. H. Laney, Laney & Duke Storage Co., South Atlantic; E. Landis, International Minerals & Chemical Co., East North Central; G. C. Stohlman, Missouri Pacific Lines, East South Central; E. Manske, Allis-Chalmers Mfg. Co., West North Central; L. W. Land, Baltimore & Ohio Railroad, West South Central; L. P. Siddons, Holly Sugar Corp., Mountain; L. M. Curtin, Nickel Plate Road, North Pacific; John E. Myers, Durkee Famous Foods, South Pacific.

Directors (term to expire in 1959): W. T. Burns, Union Pacific Railroad; N. B. Correll, R. J. Reynolds Tobacco Co.; H. F. Easterling, Olin Mathieson Chemical Corp.; R. J. Hanson, Akron, Canton & Youngstown Railway; F. A. Marshall, Atlanta Paper Co.; Mollie Moore, Western Union; C. Roy Manska, Pacific Forwarding Co.; H. A. Peterson, Northern Pacific Railway; C. H. Mundt, MKT Lines; H. H. Meyer, Chicago, Illinois & Midland Railroad.

Directors named to fill unexpired vacancies, terms to expire in 1958, were H. G. Williams, Norfolk, Baltimore & Carolina Line, and R. C. Berrey, United States Gypsum Co.

(Please Turn to Page 19)

CHEROKEE WAREHOUSES, INC.

Chattanooga, Tenn.

protects its property *Automatically...*
gets better

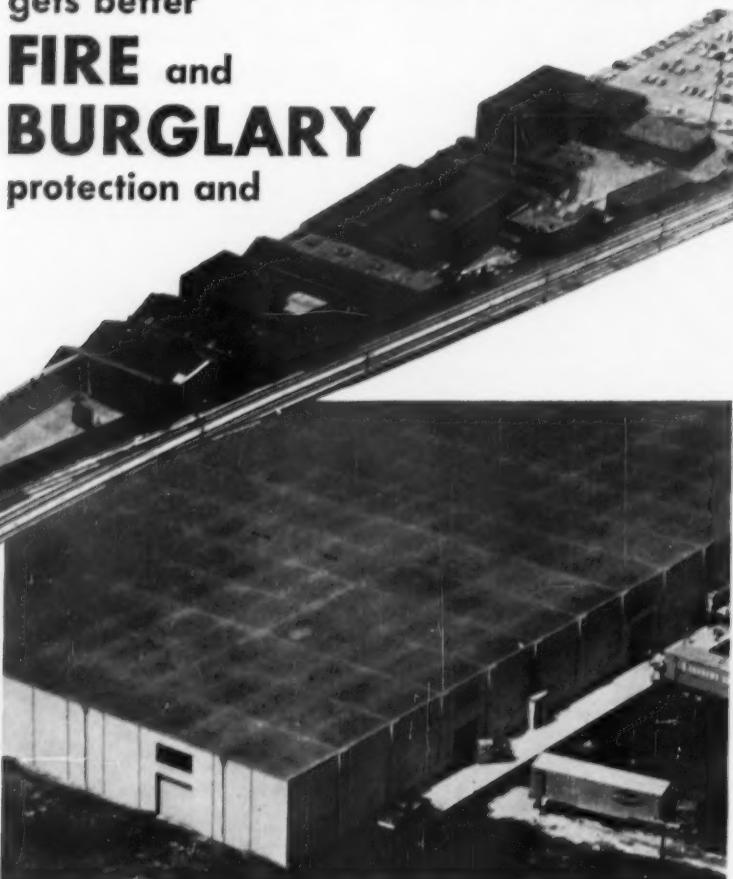
FIRE and
BURGLARY
protection and

SAVES
\$10,000
A YEAR

Our primary consideration is the safety of customers' goods. For that reason we chose ADT Automatic Protection to guard against fire and burglary at our three locations. We find such protection superior to other methods and much less expensive. We estimate our savings at \$10,000 a year.

J. D. Kennedy, Jr.
J. D. KENNEDY, JR.
Secretary-Treasurer

ADT



Customers of Cherokee Warehouses, Inc., have assurance of maximum security against fire and burglary. Each of the firm's three huge warehouses is protected by a combination of ADT Central Station Sprinkler Supervisory and Waterflow Alarm, and Burglar Alarm Services.

Thousands of other executives from coast to coast strongly endorse ADT Automatic Protection Service because they know it provides greater security for property, profits, customers' goods, and employees' jobs than other methods, and at less expense.

May we show you what ADT can do for you?

Whether your premises are old or new, sprinklered or unsprinklered, an ADT specialist will show you how combinations of automatic services can safeguard your property. Call our local sales office; or write to our Executive Office.

Controlled Companies of

AMERICAN DISTRICT TELEGRAPH COMPANY

Executive Office: 155 Sixth Avenue, New York 13, N. Y.

Circle No. 5 on Card. Facing Page 49, for more information

Men in the News

Traffic

Paul J. Suso—appointed export manager of The A. J. Alsdorf Corp., Chicago.

John E. McGrath—becomes assistant director of education for the new Transportation Center at Northwestern University, Evanston, Ill., on Jan. 1.

T. Chase Burwell—elected president of the National Assn. of Shippers Advisory Boards, Los Angeles.



Ralph E. Covey and **Louis A. Schwartz**—become first and second vice presidents, respectively. **Wilton C. Cole**—chosen secretary.



James W. Peeke (right)—appointed general traffic manager of Northrup, King & Co., Minneapolis. **E. William Cowle** (left)—new traffic manager. **Arden S. Short**—named rail traffic manager.

Transportation—Air

Mac M. Wilder—is the new distribution supervisor in the Publicity Department of KLM Royal Dutch Airlines in the United States. His office is in New York.

Ben E. Sherwood—named director of airmail and air express for American Air Lines, New York. **Thomas J. Harris**—is the new director of air freight sales.



Robert M. Maloney—new eastern regional manager; **O. L. Slay**—appointed midwestern regional manager, Slick Airways, Inc., Burbank, Calif.

Andrew A. Burns—newly appointed general sales manager for North America for Sabena Belgian World Airlines. The office is in New York.

Edward L. Farrell Jr.—elected a vice-president of Pan American-Grace Airways.

Robert S. Grant—named vice-presi-

dent in charge of traffic by National Airlines. His office will be in Miami.

—Highway

Martin E. Morris—appointed a public relations assistant on the staff of American Trucking Associations, Washington. **George R. Spaeth**—new ATA public relations field representative for the northeastern states.

Raymond V. Coyne—promoted to manager of the New York and Newark terminals of Spector Freight Systems, Inc.

Frank C. McManus—named president of the Anthony Co., of Streator, Ill.

John A. Volpe—to receive a recess appointment as administrator of the federal highway program.

—Rail

Harry W. Von Willer—elected president of the Erie Railroad, Cleveland. **Milton G. McInnes**—newly appointed executive vice-president. **David R. Thompson**—replaces Von Willer as vice-president—traffic. **Garret C. White**—becomes vice-president—operations.

David B. Sweeney—promoted to general coal traffic manager of the Illinois Central Railroad, Chicago.

—Water

Raymond Krebill—appointed assistant director of the Bureau of Water Carriers and Freight Forwarders of the Interstate Commerce Commission, Washington.

Materials Handling

Arthur J. Hedges—named assistant sales promotion manager for the Edison Storage Battery Div., Thomas A. Edison, Inc., West Orange, N. J.

Clyde R. Dean, Jr.—promoted to general sales manager; **Richard C. Slater**—named manager of Work-saver and Warehouser sales for Materials Handling Div., The Yale & Towne Mfg. Co., Philadelphia.

Walter L. Brough—elected executive vice-president of Hercules Motors Corp., Canton, Ohio.

Packing & Packaging

M. M. Mills—named sales manager of the Bag Div., New York Branch of Fulton Bag & Cotton Mills, New Orleans.

Coming Events

Dec. 4-6—National Freight Claim Committee, American Trucking Assns., Fall Meeting, Hotel Balmoral, Miami Beach, Fla.

Dec. 6-7—Traffic Managers Conference of Southern California, Los Angeles, Calif.

Dec. 8-10—National Automobile Show (including truck makers), The Coliseum, New York.

Dec. 10-11—The Material Handling Institute, Inc., Annual Meeting, Biltmore Hotel, New York.

Dec. 11—American Waterways Operators, Inc., Board of Directors Meeting, New Orleans, La.

1957

Jan. 8-25—Ninth Institute of Industrial Transportation and Traffic Management, The American University, Washington.

Jan. 14-18—Society of Automotive Engineers, Annual Meeting, Sheraton-Cadillac and Statler Hotels, Detroit.

Jan. 15-17—Caster & Floor Truck Mfrs. Assn. Meeting, New Weston Hotel, New York.

Jan. 19-23—Truck-Trailer Mfrs. Assn., Annual Convention, Hotel Del Coronado, Coronado, Calif.

Jan. 20-24—The Training Conference, The Refrigeration Research Foundation and National Assn. Refrigerated Warehouses, Purdue University, Lafayette, Ind.

Jan. 23-24—Executive Committee, American Trucking Assn., ATA Bldg., Washington.

Jan. 27-29—National Wooden Pallet Mfrs. Assn., 10th Semi-Annual Meeting, Hollywood Beach Hotel, Hollywood, Fla.

Jan. 27-30—Associated Equipment Distributors 38th Annual Meeting, Conrad Hilton Hotel and International Amphitheater, Chicago.

Jan. 30-Feb. 1—Private Truck Council of America, Inc., 18th Annual Convention, The Sherman-Jefferson Hotel, St. Louis.

Jan. 31-Feb. 1—National Wooden Box Assn., 58th Annual Meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

Mar. 8-10—Missouri Warehousemen's Assn., Inc., Spring Meeting, Jefferson City Mo.

Mar. 18-21—The Society of the Plastics Industry, Inc., Annual National Conference and Pacific Coast Plastics Exposition, Hotel Biltmore and Shrine Exposition Hall, Los Angeles.

Mar. 18-22—National Furniture Warehousemen's Assn., 36th Annual Convention, Biltmore Hotel, Palm Beach, Fla.

Mar. 31-Apr. 4—Folding Paper Box Assn. of America, Annual Meeting, Drake Hotel, Chicago.

Apr. 1-5—American Warehousemen's Assn., 66th Annual Convention Chalfonte-Haddon Hall Hotel, Atlantic City, N. J.

Apr. 8-11—American Management Assn., 26th National Packaging Exposition, International Amphitheatre, Chicago.

Apr. 9—Materials Handling Institute, Spring Meeting, Edgewater Beach Hotel, Chicago.

May 22—Freight Loss and Damage Prevention Section, Assn. of American Railroads, Annual Meeting, Chateau Frontenac Hotel, Quebec, Canada.

Shippers Advisory Boards

Dec. 4-5—Ohio Valley, Cincinnati, Ohio

Dec. 6-7—Trans-Mo-Kansas, St. Joseph, Mo.

Dec. 12-13—Southeast, Palm Beach, Fla.

Jan. 9-10—Atlantic States, Washington, D. C.

Jan. 22-24—Southwest, San Antonio, Tex.



Have You Checked The Rates?

Rates for carrying the same commodity between the same points are not always the same by all carriers . . . that's why alert shippers constantly check rates.

Look at Central's affirmative rate policy.

Like every other phase of Central's Specialized Small Shipment Service, it's based upon the customer's best interest. Look at Central's affirmative rate policy . . . it welcomes small shipments!



ASK THE MAN FROM CENTRAL

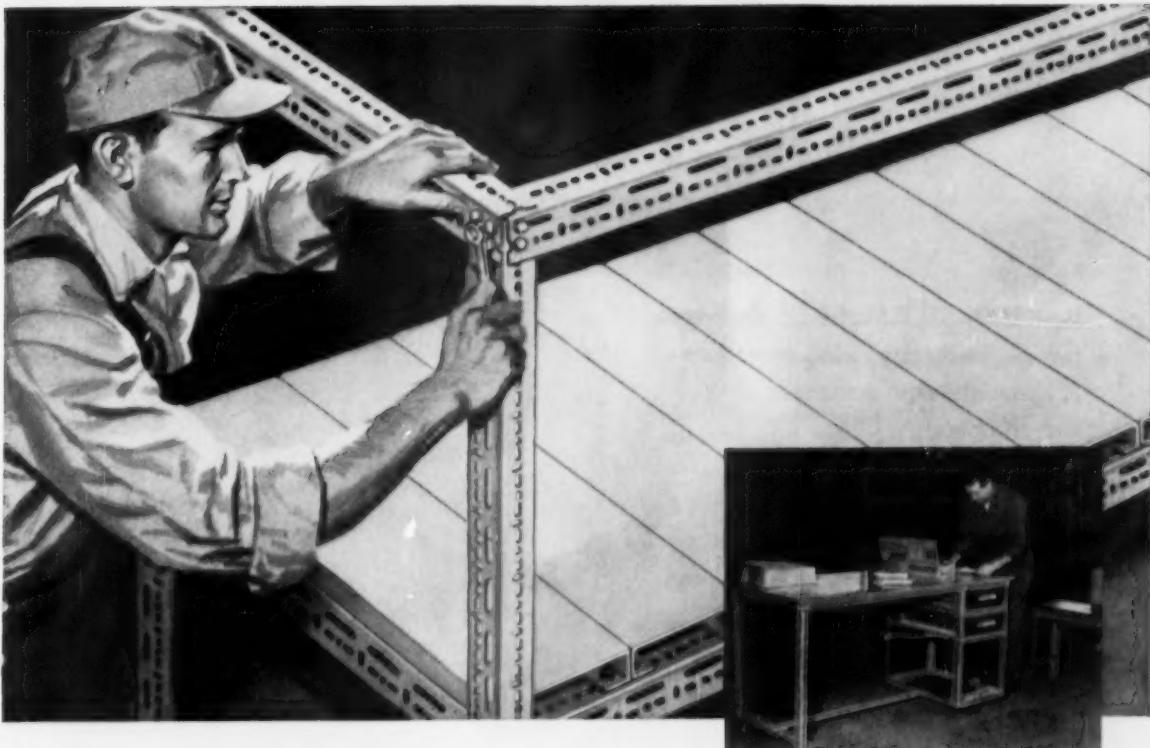
*He will be happy to help you
Compare Services . . . Check Rates . . . Specify Routing*

Linking the Carolinas with the East and West

C E N T R A L

General Offices: Charlotte 1, N. C.





Bolt together ideas!...

**Build to your specific needs with
DEXION Slotted Angle**

DEXION Slotted Angle, the Idea material, is merely cut and bolted together to fill whatever ideas you may have for uses of framing material. Its utility is as broad as your imagination, and it requires no special skills for assembly. The only tools needed are a wrench and a DEXION cutter to build whatever ruggedly strong, economical and useful equipment you desire for your plant, warehouse or store.

Merely measure DEXION by counting cutting marks spaced every three inches. Then cut with an easy stroke of a clean-shearing DEXION Cutter. Carefully engineered DEXION slot and hole pattern matches up to make assembly easy, true and strong. And you simply bolt the pieces together to assemble whatever structure your good ideas have led you to erect.

You can obtain DEXION Slotted Angle in easy-to-handle packages of ten galvanized, cold rolled steel pieces in 10 or 12 foot lengths. And nuts and bolts are included. DEXION has two sizes: $3'' \times 1\frac{1}{2}'' \times .104''$ and $2\frac{1}{4}'' \times 1\frac{1}{2}'' \times .080''$.

There are strong DEXION Panels available for shelving, table tops, or any decking you may want to apply to your DEXION framed structure. Special DEXION Casters will add mobility, if you desire.

FREE DEXION Idea Book—To demonstrate the infinite versatility of DEXION and give your imagination clues to its many uses, get this free DEXION Idea book. It contains scores of actual examples of how DEXION is being used. Merely write Dept. DBD-126, DEXION Division, Acme Steel Company, 2840 Archer Avenue, Chicago 8, Illinois. We'll send the book plus the name of your nearest DEXION office or distributor.

Moveable Shop Desk



Storage Racks



Shelving

**ACME
STEEL**

DEXION SLOTTED ANGLE

Circle No. 6 on Card, Facing Page 49, for more information

DECEMBER, 1956

REDUCE CAR ICING TIME UP TO 50%

New **LINK-BELT** Model 55 dock-type car icer mechanizes icing operations . . . provides new economies and efficiencies

ONE MAN controls all operations, including: machine travel, size of ice, raising and lowering of pick-up conveyor and discharge chutes, positioning of flop gate to feed ice to desired roof hatch, start and stop of dock conveyor.



MECHANIZE YOUR SALTING, TOO!

Link-Belt mechanical salter speeds this operation — eliminates need for hand carts and salt bags. Unit is designed either for coupling to car icer or for independent operation.

ARE outdated icing methods bogging down your dock's efficiency? If so, it's time to mechanize! The Link-Belt Dock-Type Car Icer:

- **Speeds icing.** Permits quicker train departure.
- **Reduces operating costs and dock maintenance.**
- **Eliminates dock congestion.** No more hand carts, salt bags or ice skids.

This mechanical icer is adaptable to most existing docks—services cars of all heights with hatch covers of all types. For full particulars, call your nearby Link-Belt office. Or write for Folder 2643.

14-279

LINK-BELT
ICING EQUIPMENT

LINK-BELT COMPANY: Executive Offices, Prudential Plaza, Chicago 1. To Serve Industry There Are Link-Belt Plants and Sales Offices in All Principal Cities. Export Office, New York 7; Canada, Scarborough (Toronto 13); Australia, Marrickville, N.S.W.; South Africa, Springs. Representatives Throughout the World.

Circle No. 7 on Card, Facing Page 49, for more information

On the Line-



Profits and Losses

One of the many customs passing out of the American way of life is something called "New Year's Resolution." At the risk of being labelled a "square," or worse, we're sorry to see the custom disappear.

Psychologists have put up quite a case against the custom. Among other things, they claim people just don't adhere to their resolutions. Continuous breaking of resolutions leads, they say, to moral degeneration.

Well, if we are going to worry about the moral aspect, we also must consider something called sin. There has been quite a campaign against sin for many years. Yet, there doesn't seem to be any appreciable reduction in sinning—despite the fact that the world is experiencing one of the greatest religious revivals of modern times.

Theologians, regardless of denomination, say that the bridge from sin to grace has at least two abutments—consciousness of the evil of sin and desire for the good rewards of grace. They also say, in one way or another, that the structure that connects these abutments is confession; public or private, according to their respective beliefs.

In New Year's Resolutions we see much the same mechanism for self improvement. First, there must be an analysis (confession) of our weaknesses. Then there must be the resolve to improve.

Therefore, if confession is good for the soul, then New Year's Resolutions ought to be good for material improvement. In our mind, there

is no doubt about it. We have seen it work.

To scoffers and doubters we offer a parallel in business—a corporation's Annual Profit and Loss Statement. There, one can find an analysis of the firm's successes and failures, with necessary explanations (confessions) and future plans (resolutions).

To paraphrase a famous government agency executive, we say "What's good for a corporation is good for its personnel."

So, though the New Year's Resolution custom seems to have disappeared, we suggest a personal Annual Profit and Loss Statement; one not confined to dollars but to personal achievement. (Dollars follow achievement.)

The higher an individual's intelligence, the greater his or her need for a periodic summary of personal achievement. High IQers usually find it hard to stick to a single objective, so necessary to success. They either lose interest in a procedure as soon as it is mastered or, the other extreme, become so absorbed in the details as to go off on a tangent and lose sight of the goal.

The mechanism of a Profit and Loss study is flexible. It can be applied to the final objective or to any step along the line. But, like the modern corporate Annual Statement, it should be done on paper. Most minds are conditioned to ignore unpleasant facts; one of which may outweigh 10 pleasant ones. On paper, they can't be ignored.

Why not give the idea a "trial balance"?

A Happy New Year to You and Yours!

A. W. Greene
EDITOR

Yakketty Yak

A successful business man made out a list of his achievements during the year and a list of faults, which were honestly few.

... He showed them to his wife. She almost beat his brains out.

... He showed them to his business partner, who had him jailed.

... In jail, he showed them to

his lawyer, who shook his head.

"You, too?" he screamed.
"Nobody reads my good points.
Everybody reads the mistakes."

SMILE: Today is the day you worried about yesterday.

CYNIC: Never lend a hand. You might lose an arm.

MEDIC: A man who doesn't go out of his way to impress folks is a surgeon. He never carries a scalpel

when he greets a patient.

CRITIC: "Get yourself X-rayed.
I'd like to know what people see in you!"

ART: The sheriff watched three backwoodsmen whittle all day.

... "What you-all doin'?"

... "Ahm carvin'. Luke is chippin'. Pa is just nuts."

Thought for the New Year: A smile increases your face value.



MOVING TIP FOR TRAFFIC MANAGERS:

**Mayflower's Expert Attention
Helps Keep Your Men On The Job**

● Moving long-distance without their husbands on hand to supervise could be a great ordeal to many wives. But when you employ Mayflower to handle their moves, you can assure them that Mayflower will take over the *full responsibility*. That's because Mayflower men are so well trained, so thoroughly experienced, and so completely equipped. Nothing is left to chance. That's why you can send *your* men on ahead to their new jobs without delay, and without causing family hardship. So, call your local Mayflower agent whenever you have personnel to move!

AERO MAYFLOWER TRANSIT COMPANY, INC. • INDIANAPOLIS



America's finest long-distance moving service

LETTERS TO THE EDITOR

Atomic Propulsion

To The Editor:

While reading your recent article "Atomic Propulsion in Transportation," the question came to mind—what will happen to a locomotive, highway tractor, or airplane equipped with atomic propulsion when it is involved in an accident?

This question has come up several times in discussing this subject with other transportation men, but so far we have not received much of an answer.

Could you outline what precautions will be taken, and what would happen if such an accident would occur?

F. J. Dempsey,
Asst. Traffic Mgr.
Aluminum Goods Manufacturing Co.,
Manitowoc, Wis.

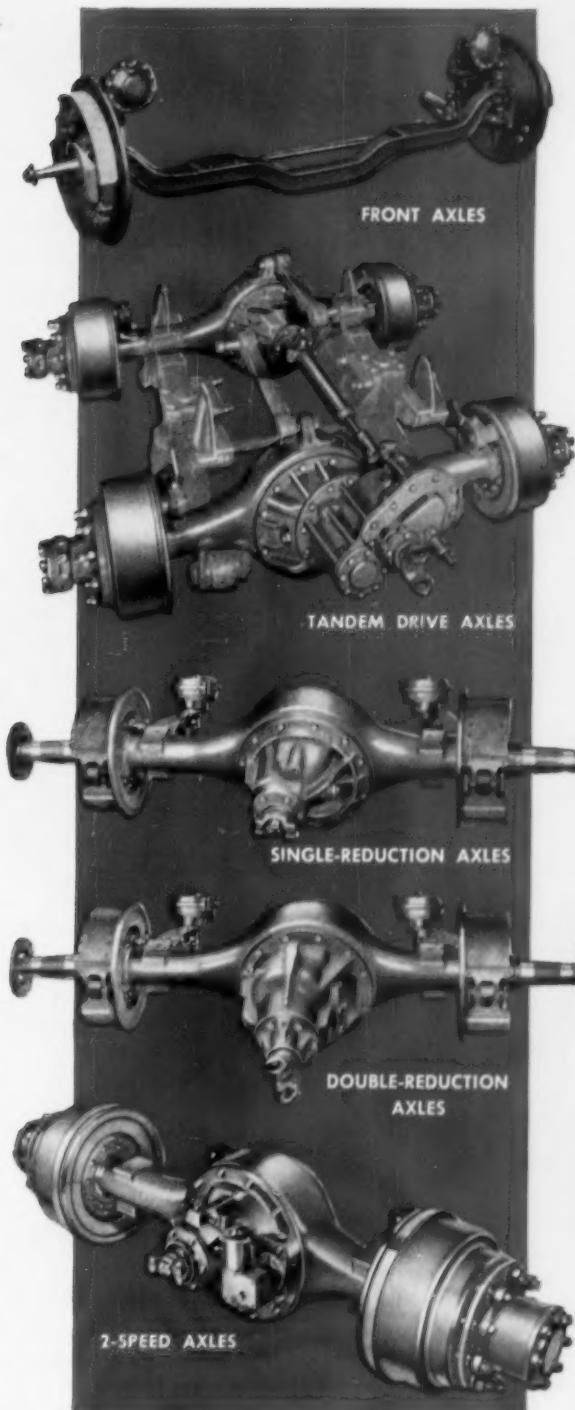
The consensus is that all these propulsion units will be so installed that, even in case of a collision, there still will be ample protection surrounding the nuclear element itself. This would reduce radiation to an absolute minimum. However, with all that precaution, it is still admitted that there would be some element of danger but, no more than experienced at present by collisions.

It is believed that a new set of codes would be developed. As soon as such a collision might occur nearby police would immediately don protective garb, declare the area dangerous, and according to the degree of the accident, would quarantine nearby residences and places of business for a yet-to-be-determined number of hours.

Some of the scientists we have questioned have declared that operating personnel of such vehicles would carry in those vehicles protective garb, pretty much on the order of life preservers and parachutes now carried by water and air transportation. Others declare that neutralizing equipment, still in the minds of scientists, would be part of any atomic propulsion device to be developed for use in highly congested traffic areas.

Most of the guesses are that it will be at least a decade before the atomic propulsion can become a reality on the same wide scale that gasoline, diesel and other type of propulsion now are being used. All we can do is hope that our best brains will not only devise means of use of atomic energy, but also adequate protection for all concerned.

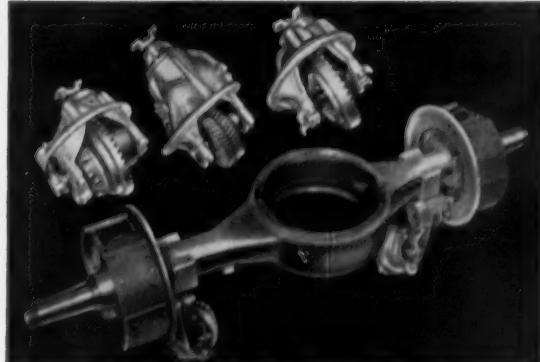
Development of the atom for propulsion of merchant vessels, however, may move more quickly than in other fields of transportation. The first such ship already is on the drawing board, and may be completed by 1959. (See Washington DA, Page 29, in this issue.)—The Editor.



EATON AXLES

**Outstanding
Performance Cuts
Hauling Costs, Assures
Longer Vehicle Life**

Strict adherence to exacting quality standards, the most modern of production procedures, and important design advancements developed through Eaton's years of axle experience, combine to offer the truck operator axles with many worthwhile benefits. Eaton Axles, engineered for rugged stamina, keep trucks on the job, hold down operating and maintenance costs, and deliver more vehicle miles at lower cost per mile.



This rugged housing, used in famous Eaton 2-Speeds, is also used for Eaton single-reduction and double-reduction axles. The three types of heads are interchangeable.

EATON

— AXLE DIVISION —
MANUFACTURING COMPANY
CLEVELAND, OHIO



PRODUCTS: Sodium Cooled, Poppet, and Free Valves • Tappets • Hydraulic Valve Lifters • Valve Seat Inserts • Jet Engine Parts • Rotor Pumps • Motor Truck Axles • Permanent Mold Gray Iron Castings • Heater-Defroster Units • Snap Rings • Springtites • Spring Washers • Cold Drawn Steel • Stampings • Leaf and Coil Springs • Dynamatic Drives, Brakes, Dynamometers

Circle No. 8 on Card, Facing Page 49, for more information

DECEMBER, 1956



**A perfect shuffle...
a cut in terminal time...
a "Grande" deal...
a pat hand for you!**



**Grand Junction
Classification Yard**



You're the winner every time! Rio Grande's fast shuffle at its new multi-million dollar Grand Junction classification yard eliminates costly terminal time on shipments through its gateways at Denver and Pueblo, Colorado, and at Salt Lake City and Ogden, Utah.

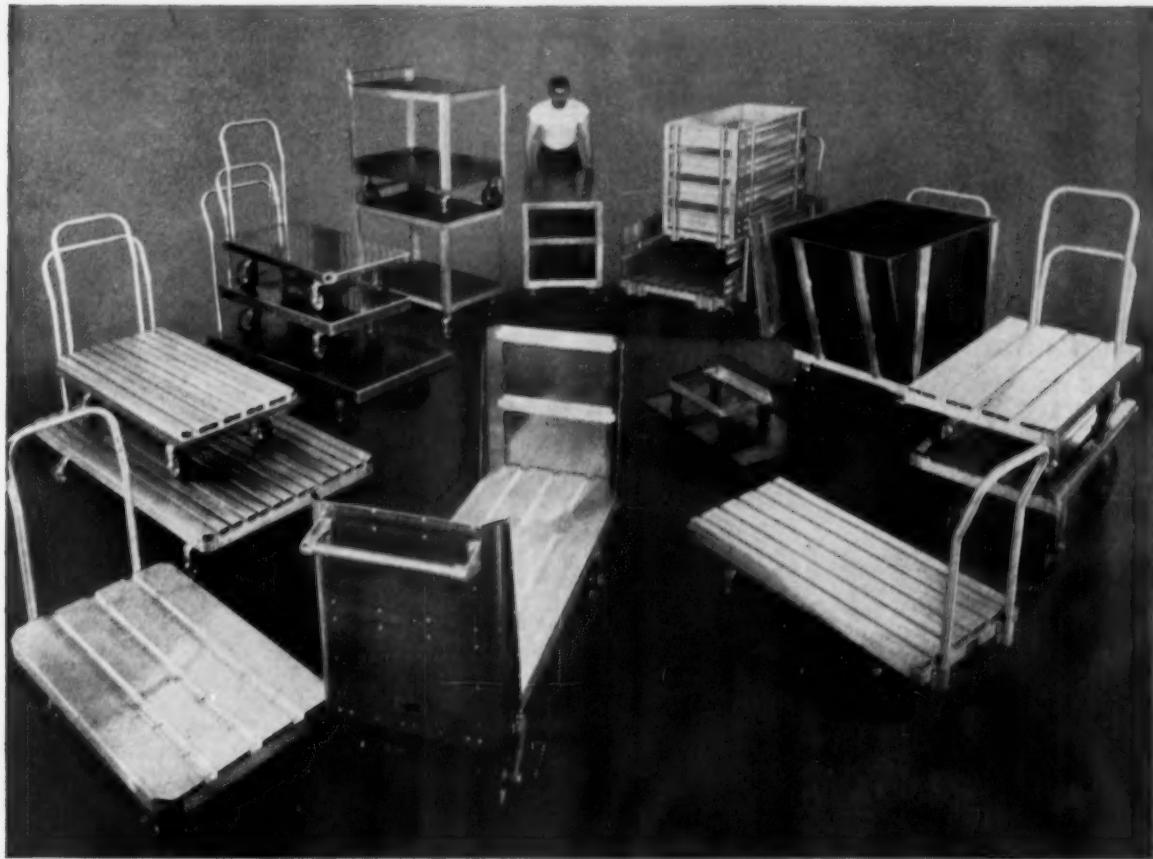
The Grand Junction yard is equipped with every time-saving device known to modern railroading—automatic retarders mean quick, careful spotting... a talk-back paging system augmented by a radio communication system links every section with the control tower for fastest transmittal of orders and information... giant flood-lamps permit round-the-clock operation—the facilities here are typical of Rio Grande's entire transportation plant—a heavy-duty high-speed steel highway system operated solely to give you dependable transportation service.

DENVER & RIO GRANDE WESTERN RAILROAD

The Direct Central Transcontinental Route

R. K. BRADFORD, VICE PRESIDENT-TRAFFIC

RIO GRANDE BUILDING, DENVER 17, COLORADO



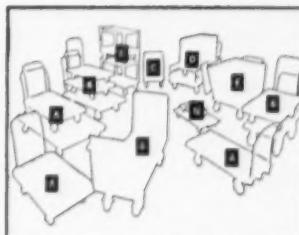
Magcoa/Tobey lightweight aluminum trucks— Made for special jobs...sold as standard equipment!

Magcoa/Tobey aluminum trucks solve all kinds of problems. Because we have a wide range of styles and sizes, chances are there is a *standard* truck to solve your *special* problem.

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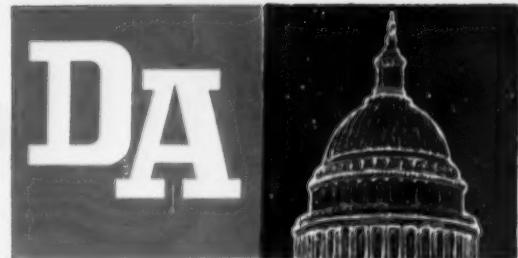
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WASHINGTON



By Ray M. Stroupe, *Chilton Washington News Bureau*

RECOUNTS CAR WASTE—Shippers who continue to get too few rail cars to move their goods will turn inevitably to other transportation, warns ICC Commissioner Owen Clarke, next choice as ICC chairman. He urges railroads to enter a long-term campaign of car building. But he also finds too many shippers squandering the cars available and cautions that ICC may be forced to penalize them for waste.

PUSH A-SHIP WORK—Decks are cleared by federal agencies to get construction started on the world's first atom-powered merchant ship. In response to President Eisenhower's call for prompt action, Atomic Energy Commission negotiates with Babcock and Wilcox Co., New York, for design and building of the power plant. Vessel itself is to be built under Maritime Administration contract and may be completed by the end of 1959.

PRESS FOR FREIGHT RATE BOOST—Quick action by the ICC on a request for a seven per cent advance in freight rates is sought by Eastern and Western railroads. Rail executives insist that the proposed increase, additional to the 15 per cent raise already asked by the lines, is needed to help pay for newly-granted wage hikes and higher costs of materials. Rates on certain items, including lumber and sugar, would not be raised the full seven per cent.

FROZEN FOOD EXEMPT—Frozen fruits and vegetables can be truck-transported under the agricultural exemption provisions of the Interstate Commerce Act, the U. S. Supreme Court decides. These foods qualify as farm products, in the judgment of the court. It upholds a lower court decision that the Home Transfer & Storage Co., Inc., of Mount Vernon, may haul the product without ICC regulation.

WEIGH RAIL DEMAND—Its study of the railroads' demand for boosted demurrage rates will be extended into 1957 by the ICC. Turning down the roads' proposal that they collect the higher fees while ICC investigates, the agency called its first hearing in the case Nov. 19, in Washington. Regional sessions in Atlanta, Dallas, and San Francisco during December, and in Highland Park, Ill., in January, were projected.

CONTAINERS GO UP—Activity in the container industry was up by 5 per cent in the first half of 1956, compared with that in the opening half of 1955, the U. S. Commerce Dept. finds. In addition,

second-quarter operations exceeded those in the preceding quarter by about 3 per cent, as most products registered gains. However, there were declines in shipment or output of such items as wirebound boxes and reconditioned steel barrels.

DEFINE CARGO PLANE TASKS—Light cargo planes visualized in new Army planning will have to be versatile. Considered is one aircraft, with a single basic design, that may be built in both vertical takeoff and conventional takeoff forms. The vertical-ascent type would have a two-ton capacity and a 250-knot speed. In its other form, the plane would handle up to four tons of cargo, take off in a 500-ft space, and fly at 200 knots.

COURT SHUNS HOT CARGO CASE—Passed up by the U. S. Supreme Court is an opportunity to decide whether "hot cargo" contracts are to be allowed to interfere with transportation of goods. In the case in point, Teamsters Union members with such a contract refused to move cargo for a St. Louis furniture plant picketed by another union. Supreme Court refuses to review a lower court decision that there is no illegality in this contract.

WANTS CONTAINER TARIFF CHECK—Fibre Box Association urges the ICC to investigate a tariff permitting free outbound and return movement of metal rack-containers for freight shipment. Users of fiber shipping containers are discriminated against because they must pay freight on gross weight of a shipment, says the Association. The group stresses that firms utilizing rack-containers pay for only the net weight of the shipment.

NEW TRAFFIC UNIT OFFICERS—New officers of the National Motor Freight Traffic Association are headed by the chairman of the board, George Shea, general traffic manager of the H. P. Welch Co., Somerville, Mass. First vice chairman is Norris P. Sterling, general traffic manager of Davidson Transfer and Storage Co., Baltimore.

ALTER STOCK SYSTEM—Time and space economies are important aims of a repair parts storage and distribution plan under test by the Army in Europe. Called MASS, or Modern Army Supply System, it reduces forward-area stocks to those types of parts in heaviest demand. Parts requisitions are sent to U. S. stock control centers within a few minutes. Nonstocked items are air-transported direct from the U. S. to the field army.

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DECEMBER, 1956 Vol. 55, No. 12

Radial Distribution via Public Warehousing

FOR THOSE producers adopting the principle of decentralized, or radial distribution, public merchandise warehouses are naturals. Radial distribution involves shipping in quantities not less than carload or truck load. A master distribution center may be used, as has been discussed in recent DA articles. At other times carloads bypass such a center and move directly into public merchandise warehouses. From the warehouses smaller quantities move to effective points of consumption.

Radial distribution was born when it became impossible to make all shipments direct from factories to retailers or wholesalers—despite the increasing rapidity of railroad, motor and air freight services, express, and parcel post. Spot stocks at strategically located points seem to be the answer. They provide speedier deliveries for many products at the least cost, and dealers are provided with goods to meet consumers' erratic demands.

Shipping Savings

Frequently, it has been found that the carrying of such stocks in public merchandise warehouses costs very little. The savings come from the difference between rates for carloads, shipped to the warehouse, and smaller volume shipments to customers. Storage thus frequently reduces the cost of marketing. Wherever small shipments can be consolidated into carloads, even for a part of a total journey, a saving results.

The need for financing between the time of production and time of consumption makes public warehousing even more desirable. Under the present banking-commercial structure, finished goods held at a factory or in a manufacturer's warehouse cannot qualify on their own specific value as collateral for loans to be discounted or rediscounted by Federal Reserve Banks.

A much better situation develops when the goods are under the

Proper integration of physical and financial distribution costs through public warehousing is an efficient, economical way to move goods quickly

custody of a licensed bailee (a public warehouseman) whose negotiable and non-negotiable receipts qualify for discount under specific conditions.

Also, it has been found that radial or decentralized distribution is particularly important where there is heavy expenditure for national advertising. Goods must be kept available constantly at points of effective consumption, or a considerable part of the advertising expenditure is wasted. Competition has brought a realization that "distribution effort must be in the field—not in the office," that marketing systems must be decentralized with more spot stocks, fresh outlets and faster deliveries.

Branch-Houses

Public warehouses act in branch-house capacities for manufacturers. They do everything that the manufacturer himself could do in the physical distribution of his products. These warehouses not only store and distribute a manufacturer's goods,

but they can receive his mail and handle his orders.

The warehouse may keep an "accredited list" of credit customers authorized by the manufacturer. He will release merchandise, up to set limits, to jobbers, retailers, or industrial users on this list without waiting the manufacturer's approval.

Stock Available

In addition to the time saving, this system enables the manufacturer to advertise to the jobbing, retail, and industrial trade of any particular district that a stock is available on short notice.

There is a distinct gain to the manufacturer in the use of the accredited list system. All first class credit risks will try to preserve their credit standing and stay on the lists so that they may obtain immediate delivery of the goods they want when they want them.

The poor credit risk, on the other hand, is aided because the system permits him to buy more

(Please Turn to Page 66)

Packaging

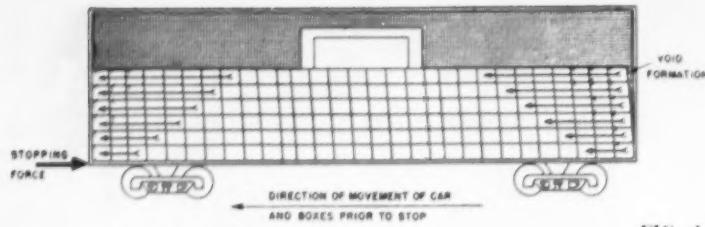


FIG. 1

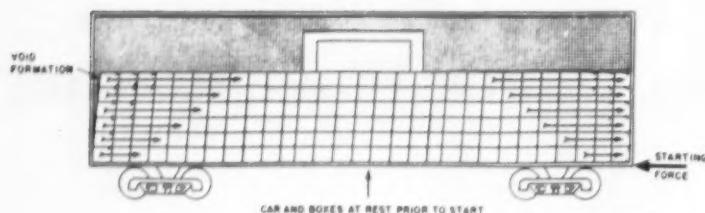


FIG. 2

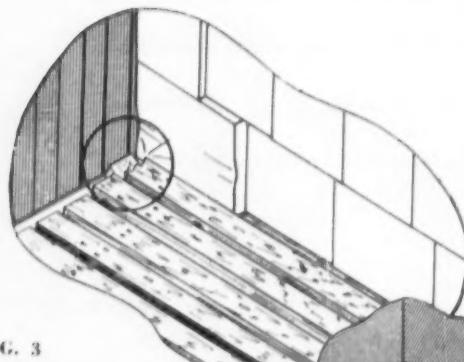
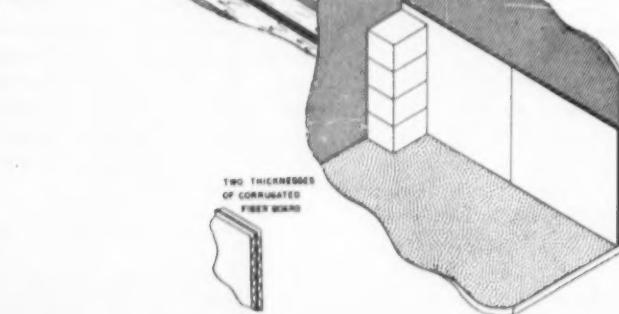


FIG. 3

FIG. 4



TWO THICKNESSES OF CORRUGATED FIBER BOARD

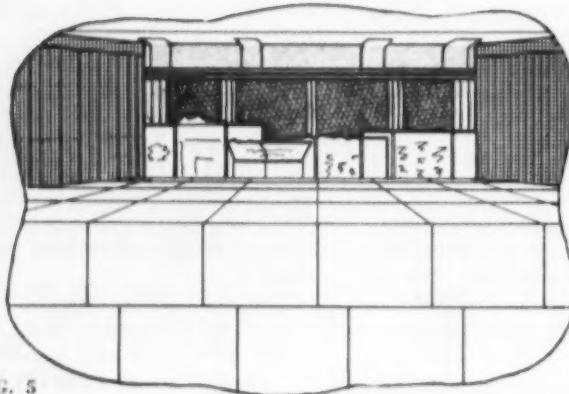


FIG. 5

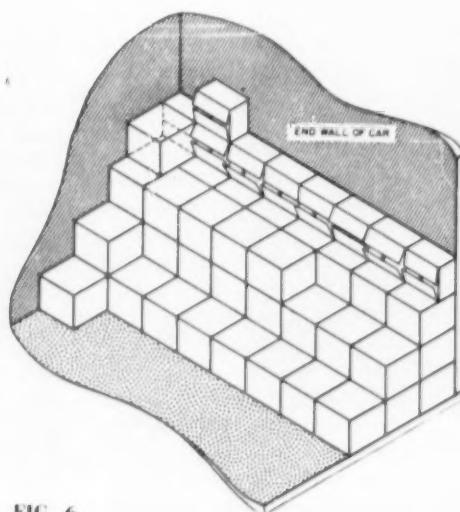


FIG. 6

New procedures in the wine

WINE growers of the United States, carrying on a series of intensive studies to eliminate waste and promote efficiency, have adopted new procedures that reduce os&d's, and overhead costs of distribution.

The Italian Swiss Colony plant, at Asti, Calif., is mechanized with fork-lift trucks that transport champagne and other wines on pallets from various storage buildings to freight landings where they are loaded on rail cars or over-the-road trucks.

The company schedules its traffic department upon the basis of the fastest service possible. Sidings at the big wineries at Asti

FIG. 1—The major damaging force, which moves horizontally through the car, comes during stopping. The end wall is retarded but the boxes tend to continue their motion

FIG. 2—This horizontal damage force is evident in starting. The end wall pushes against the shipment when the car starts

and Distribution of Wine

industry reduce overages, shortages, damage, and overhead costs of distribution

and Clovis accommodate freight cars which carry shipments across the continent in 10 to 15 days.

The main problem in this phase of the operation, breakage, is being minimized through proper loading. To accomplish this, shipments are separated by corrugated paper and cardboard. Usually 12 or 24 4-5-qt bottles are placed in corrugated cardboard boxes.

Shipments within the state are made by motor truck freight lines. Company trucks and trailers make short hauls.

The traffic manager reports very little trouble with pilferage. While there is very little manhandling of products in nearby areas, trouble

By Warren E. Crane
DA Pacific Northwest Correspondent

sometimes comes when it is necessary to recondition a shipment enroute across the country.

Lcl lots are avoided as much as possible because they are the most frequent source of claims and trouble. The most successful unit of shipment is a 50,000-lb car containing 1500 cases of wine.

Bulk wines are handled most easily by rail tank cars. Wine is simply pumped into and out of the cars.

There is a marked advantage in

shipping wine by water from Stockton down the Sacramento and San Joaquin Rivers. It has also been found cheaper to ship the wine by water through the Panama Canal to the Atlantic Seaboard rather than shipping it by rail. The obstacle to water shipment has been the lack of adequate loading and unloading facilities along the rivers and the lack of good storage facilities on the river boats.

Since 1946, The Glass Container Manufacturers Institute has been carrying on surveys on packaging and shipping of products in glass containers.

(Please Turn Page)

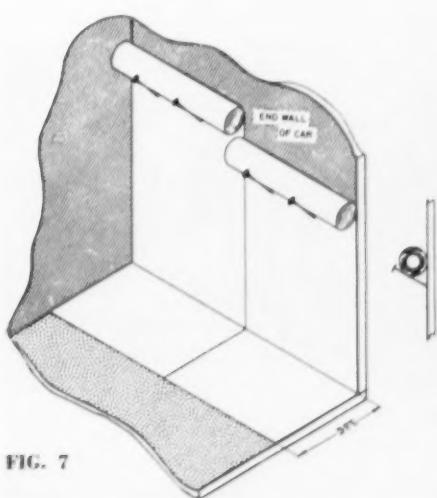
FIG. 3—Each shipper should check the condition of his rail car carefully. A poor floor rack can cause damage in transit

FIG. 4—Corrugated fiberboard sheets against walls at the ends of a car are recommended. Two thicknesses are more effective in reducing end-zone damage

FIG. 5—Old boxes and various sheets are recommended as end-wall padding. These, however, must be applied with care so that there is uniform cushioning

FIG. 6—Dummy boxes may be used to fill out upper layers along the end walls of the car to complete the stowage pattern

FIG. 7—Installation of retaining paper in cars usually is recommended. Boxes that are encompassed by the paper tend to act as a unit rather than independently and, therefore, are able to resist many horizontal forces which cause damage. It also keeps boxes from falling into voids which may develop at the car ends



Cartons of wine on pallets are removed by fork-lift truck in winery



... Distribution of Wine

(Continued from Preceding Page)

Surveys have shown that the number-one cause of breakage of glass bottles was rough handling in transit and the number-two cause was faulty loading practices. To determine how loading practices could be improved, the Wine Institute and the carriers have made an intensive study of the shipping methods of the wineries.

Care in Handling

Bulk wines, it was found, require careful handling to prevent loss and contamination. Because of the fruit acids, wine is subject to the pick-up of iron and copper which causes clouding and affects the flavor. Bulk containers, including tank cars, must be clean and sterile and kept air tight so that wine will not oxidize during shipment. The receptacles and pump fittings must be so lined that the wine will not be exposed to copper or iron in any way.

Carloading Study

In 1952, The Glass Containers Manufacturers Institute, in co-operation with the Wine Institute, started a special survey of California wine shipments to midwestern states and eastern destinations to find the most effective packaging and carloading procedures to be used with bottled wines. The result included many specific recommendations.

The recommended steps for successful shipments are:

1. Inspect floor racks of cars for breakage and faulty and uneven conditions.
2. Cover minor defects (such as uneven slats, slightly protruding hinges and handles, etc.) with one or more thicknesses of corrugated board.
3. Reject cars with major defects unless circumstances make rejection impossible. In that case, repair or remedy the conditions.
4. Cover the floors and screens exposed by collapsed bunkers (refrigerator cars) with corrugated board.
5. Do not cover the well-fitted steel floor racks of new refrigerator cars with fiberboard since the grippers incorporated in their surface act as retarders to the movement of boxes.
6. Remove or properly cover all nails, metal protrusions, used steel strapping, and old anchor plates to prevent damage to containers.
7. Do not cover good floors of box cars with paper or fiberboard. A good floor should provide more of a retarding effect to the movement of boxes than a paper covering.
8. Clean the floor. A clean floor will be more efficient than one covered with dirt, cinders, paper, and other refuse.
9. Gallons of liquid must have



a level and firm base. Always keep the floor surface level to prevent rocking of the stacks. In general, the indiscriminate use of pads or paper covering the entire floor should be avoided if there is any possibility that unevenness may result.

End-Wall Cushioning

A part of the preparation of a car is the installation of end-wall cushioning. Corrugated fiberboard sheets against the end walls have proved satisfactory. Two thicknesses are recommended highly.

The use of more thicknesses in the end zones is optional but should be considered economically against their use as dividers in other portions of a car, as between blocks.

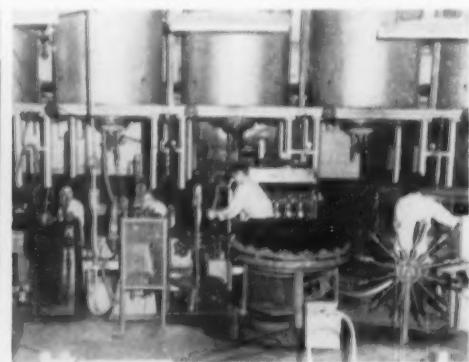
Old boxes and miscellaneous corrugated sheets make good end-wall cushioning, but they must be

(Please Turn to Page 68)

Champagne labeling table at the Asti winery of Italian Swiss Colony



Mechanized champagne bottling line shows modern methods of industry





Typist quickly correlates stencils with proper forms; sends them to warehouse



Shipping supervisor receives copy of bill of lading, order form, and stencil



A checker checks the orders against paperwork before they are addressed



Operator, who addresses the cartons, attaches stencil to hand printing device



Address imprinted within the "ship-to" frame. Note hand printer and stencil

Cartons go by stenciler, via conveyor, from storage area to the loading dock



Order Filling Aid Cuts Costs 50%

More than 10,000 cartons are addressed and shipped daily, at a cost saving of 50 per cent by use of this new addressing system

A NEW order filling and carton addressing system, recently placed in operation by The Toni Co., Chicago, Division of Gillette Co., has reduced carton addressing costs some 50 per cent, streamlined paperwork procedures, and substantially reduced shipping errors and lift-truck time. The system also eliminated the palletizing of orders in the lay-down area that was necessary for carton labeling.

The new system completely eliminates the need for labels or any mechanical addressing equipment. Prior to the change, a metal plate addressing machine was used. Labels in roll form had to be addressed, separated, and counted mechanically, following which the labels were applied individually to cartons.

At present, the only equipment required is a master addressing stencil and a small hand printing device for imprinting the customer's address directly on the more

than 10,000 cartons addressed and shipped daily.

The stencils are mounted in continuous form on a marginal punched carrier sheet and cut on a typewriter equipped with a pin-feed platen. A stencil is prepared for every order received. After a quantity of stencils have been prepared they are correlated to the proper invoice and bill-of-lading form and forwarded to the warehouse. Here, the hand printing unit, to which the stencil is attached, is used to imprint the customer's address, etc., within a "ship to" frame that has been pre-printed on the carton.

The method of imprinting is performed as the cartons move, via conveyor, from the storage area to trucks on the loading dock. A change from one stencil to another for different orders can be made in seconds, with no delay in the conveyor flow. *

Canned Ball Bearings for Military Shipment

Like so many olives, ball bearings are being canned by the Air Force for overseas and domestic shipment and storage. The canning process extends shelf-life of the bearings and eliminates periodic repackaging

BBORROWING to advantage a food industry technique, the Air Force is canning precision-machined ball bearings for overseas and domestic shipment.

Currently in operation are two Air Force canning plants. One is at California's Norton AF Base. The other is at Mallory AF Depot, in Memphis, Tenn.

Canning lines use standard food industry filling-sealing machines, with certain modifications. Cans replace aluminum foil bags, grade A paper wrap, and chip-board boxes. Packaging experts predict longer shelf-life for the delicate ball bearing assemblies.

No claim is made that first-costs are reduced or that cans are less expensive than foil-bags. Experts, however, believe cans should drastically reduce repackaging costs. Bearings, stored at military bases, must be reprocessed and repacked periodically. Also cans withstand rougher handling and a dent does not expose their content. The same dent-causing impact probably would rupture foil wraps.

In addition, no special packaging is necessary for bearings destined for the arctic or tropics. Bearings also can be packed in their use grease or operational lubricant.

Two types of bearings are being canned by the Air Force—double-

closed bearings, and open bearings. Each type requires different lubricating and cleaning methods, a different packaging technique and separate canning lines.

Norton operates three canning lines. One handles double-closed bearings, another cans open bearings, and a third handles either type, mostly odd-lots and miscellaneous shipments.

In the past, overseas and continental U. S. stockmen have had to spot-check foil-wrapped bearings periodically for corrosion. Double-closed, foil-wrapped bearings have been checked about every two years; open bearing packages, about every five years. Sometimes these random samplings have turned up corrosion and made necessary the repackaging (cleaning and regreasing) of many bearings. With cans, the AF hopes to eliminate this costly chore, and cut bearing losses.

Corrosion occurred in the past when foil-bagged bearings were packaged in high-altitude or high-temperature lubricants—their "use grease." Such lubricants are metallic soaps, and not true greases. Stored under normal sea-level conditions these greases break down. Canned, their lifespan should be indefinite.

At Norton, bearings are received from various air bases, from man-

ufacturers, and from other stock sources. Often they're wrapped in foil bags. They are first unwrapped, placed by job-lots in wire-cloth baskets, and sent down a roller conveyor.

The first step is cleaning. For double-closed bearings, this involves demagnetizing in a magneflux machine, then three successive oil-softening baths. A roller conveyor segment attached to the tank's top maintains conveyor continuity. Only when the tank's elevator is raised is this continuity—and the conveyor's operation—interrupted.

Next, closed bearings are processed individually in a six-station cleaner. Bearing is placed in a cone and cup rotating fixture. Finally, bearings go, via their wire baskets, to a spray cleaner booth for finish cleaning.

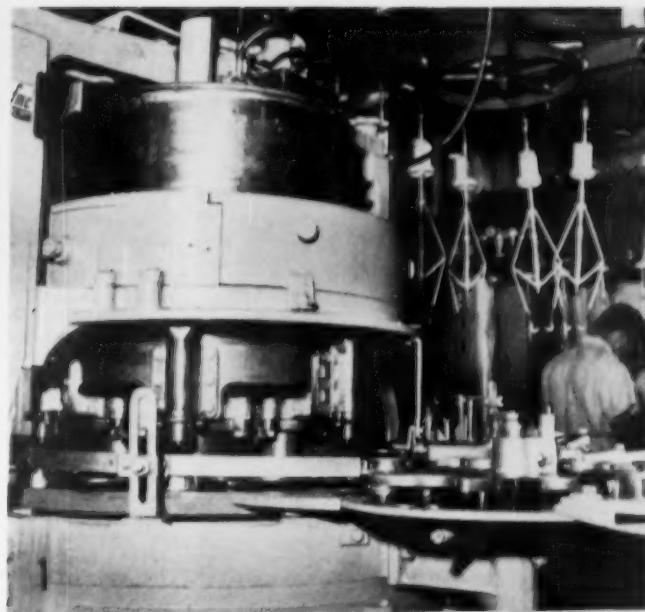
Open bearings process thru a demagnetizer then go into a trichlorethylene vapor degreaser. After that comes a carbon cleanser. Finally, they're rinsed and air dried.

Both lines then route thru inspection. From inspection, bearings pass by conveyor to packaging.

In packaging—its three lines feeding standard food-industry canning machines—bearing are demagnetized and greased.



Canned bearing, ready for overseas shipment, is coded and ready for immediate use



By Jim Joseph

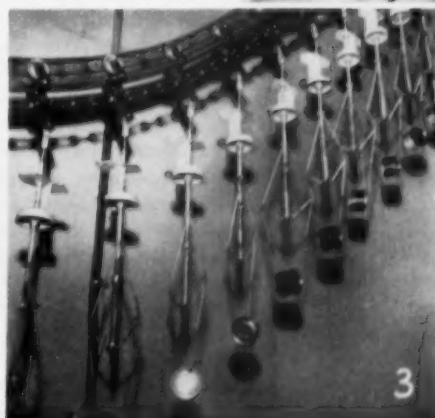
The double-closed bearing line is approximately 60-ft long. A 12-in. wide canvas belt with a demountable cover feeds greased double-closed bearings to a wrapping machine. The machine receives bearings from the 4-fpm belt, handles sizes $\frac{7}{8}$ to $3\frac{1}{2}$ in. in diameter and wraps up to 125 units a minute. Wrapping material is Grade A paper.

An overhead conveyor carries cans to a packing station just beyond the wrapping machine. The conveyor consists of hooks spaced on 9 in. centers. Each hook rides a roller skate wheel, running an overhead I-beam. The hook is rigged so that, at various cam-actuated stations, it can be triggered to open or close, picking up cans, dropping them, picking them up again. Hooks handle

(Please Turn to Page 72)



1. Open bearings, one to a can, pass under a six-spigot filling machine



2. Pre-greased in their use lubricants, bearings pass into lidding machine

3. Canned bearings pass from lidding to a paint booth via conveyor line

4. Cans pass through a paint dip tank, then go through infra-red dryers



Left: Partially assembled Atlass ply-fold containers are gathered in 10-ft stacks at final assembly point. Containers are pre-stamped with identification and instructions



Right: Container is slid over the safe, which already rests on a base, and the top is attached and sealed in a matter of minutes. No accessory packing is needed

Package Protection for Heavy

Two manufacturers report substantial savings through redesign of shipping containers for

SUBSTANTIAL shipping container economies have been reported by two manufacturers who found similar solutions to their problems of package protection for heavy commodities.

Although the answers were found in different quarters, the effects were parallel—lower package cost, better protection, speedier operation, and easier handling.

Herring-Hall-Marvin Safe Co., manufacturer of safes and other heavy protection equipment, turned to plywood and ply-fold in redesigning its shipping container. The company claims that packaging time has been cut 25 per cent; and the cost of packaging materials has been reduced some 10 per cent.

Bank Counters

Diebold, Inc., of Canton, O., manufacturer of drive-in and walk-up bank counters, found its solution in the use of wirebound boxes. Diebold reports a 91 per cent over-all packaging cost saving. Other savings include a 31.2 per cent reduction in the cost of materials, a 24 per cent reduction in container weight

and a 75 per cent reduction in the cost of installing the product for the company.

Plywood Solution

After exhaustive laboratory tests, the Hamilton, O., safe manufacturer began using plywood containers for the shipment of safes and file cabinets on controlled runs. After the controlled runs proved the practicability of the system, the entire shipping procedure was geared to the use of plywood.

Plywood was adopted for use in packaging the larger safes and other heavy equipment. A separate packaging program, utilizing partially assembled ply-fold containers, was set up for insulated files, mercantile safes, and smaller equipment.

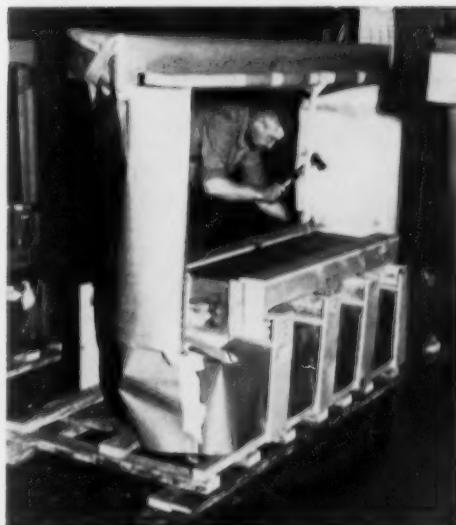
The ply-fold tubes, which make up the four sides of the containers, are stacked adjacent to the finished products and in direct line with the shipping platform. Stacks are 10 ft high.

Identification and instructions are pre-stamped on the containers. As an order is received with the invoice, a container is placed over the product. The



Left: After the counter is lowered on the pre-assembled base, wooden interior packing is used to steady the 1384-lb unit. The skid-type base permits fork truck handling

Right: Heavy paper is used to protect the counter finish, and wooden bracing is used to prevent load shift in transit. Shipping damage has been eliminated by this system



Commodities

safes, bank counters, and other heavy items

product already is resting on its nested base. The top then is placed on the container and the package is sealed in a matter of minutes.

Use of the plywood eliminates the need for accessory packaging material, such as stuffing and wadding. Because the material is light, it adds little to the package tare weight.

Wirebound Solution

Diebold's three models of bank counters range in weight from 791 lb to 1384 lb. Before the switch to wirebounds, the counters were packed in nailed wooden boxes and crates. The two heavier models were shipped knocked down so that they could be installed at point of installation. The heaviest model was shipped in seven different containers. The intermediate model was shipped in three different containers. The lightest model was shipped assembled in one crate.

All the shipping containers were made by Diebold workers from lumber bought on the open market. The lumber was cut and nailed in the Diebold plant.



Two wirebound half-mats each comprise one end and one half of each side of the shipping crate

Diebold sought to design a structurally strong crate for each model of counter so that the units could be shipped completely assembled, safely stacked in warehousing, easily handled by standard industrial truck, and packed and unpacked in short order.

Savings reported earlier in the article were on the heaviest model. On the intermediate size, the savings were 77½ per cent in packing man-time, 46 per cent in over-all packing costs, 44 per cent in shipping container tare weight, and 75 per cent in man-time needed to install the counter. Savings in packing the smallest model included 70 per cent in man-time to

(Please Turn to Page 108)



Integrated Approach

Integrated physical distribution, aligning materials

Award Winners

The third part of the three-part SIPMHE event was the National Championship Protective Packaging and Materials Handling Competition. Prizes were awarded in seven classifications. Judging was completed by a committee of 34 industry experts, under the chairmanship of Robert Weldon, of North American Aviation. Pictures of all first place winners are shown on these pages. Names and company affiliations are listed below:

Group 1, Corrugated or Solid Fiber Boxes—John S. Renner, Admiral Corp.

Group 2, Nailed Wood Boxes and Crates—Henry H. Kelly, Westinghouse Electric Corp.

Group 3, Wirebound Boxes and Crates—Donald M. Everett, Cochran Foil Co. This entry also won the Harold Jackson Award as Best in Show.

Group 4, Cleated Panel Boxes—Herbert O. Thogode, Republic Aviation.

Group 5, General—W. E. Christopherson, Douglas Aircraft Co.

Group 6, Export Packages—Harold A. Kilmer, North American Aviation, Inc.

Group 7, Materials Handling—Roger S. Watson, Northrop Aircraft Co.

VISITORS at the 11th National Protective Packaging and Materials Handling Exposition saw and heard practical demonstrations of the trend to an integrated approach to the problems of physical distribution.

The Exposition, sponsored by the Society of Industrial Packaging and Materials Handling Engineers, was conducted in St. Louis Oct. 22-25. It was a three-part event, including the Exposition, the Annual Short Course, and the traditional Packaging and Materials Handling Competition.

Throughout the Exposition and the Short Course it was emphasized that problems of packaging and materials handling should not be solved through a narrow or single-purpose approach.

Short course speakers pointed out that such problems, considered in the light of their effects on over-all physical distribution, invariably find happier and more economical solutions.

Thus it was demonstrated that

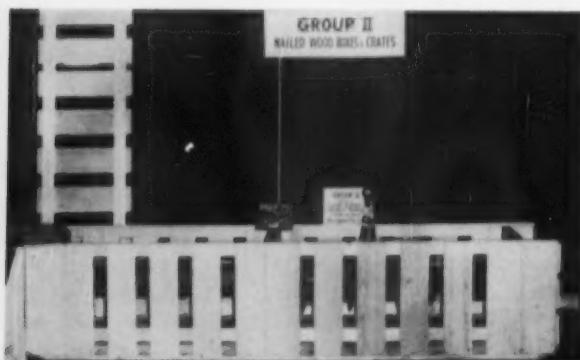
materials handling and packaging, when developed in conjunction with transportation and warehousing, become an integral part of the firm's entire physical distribution program.

Transportation-Warehousing

This theme was developed to considerable extent in a Short Course session entitled "Transportation and Warehousing Reviews." Donald E. Horton, executive vice president of the American Warehousemen's Association, was chairman of this session.

Speakers included F. E. Sperry, of the Chicago, Burlington & Quincy Railroad; N. F. Behme, of the American Trucking Associations, Inc.; Charles LaMothe, of the St. Louis Terminal Warehouse Co. and president of the AWA, and Tom Harris, of American Airlines.

Speaking on "Waterfreight and Warehousing," LaMothe outlined the part played by public merchandise and refrigerated warehousing in the field of physical distribution.



to Physical Distribution

handling-packaging with transportation-warehousing, emphasized at SIPMHE Exposition

He explained how manufacturers, needing immediate availability of stocks on a nationwide basis, use public warehouses for spot stocking. No small part of the public warehouse service program, according to the speaker, is the materials handling and packaging function performed by the warehouse.

Inland Waterways

LaMothe also traced the recent development of our inland waterway system and outlined its importance on the national distribution scene. He spoke briefly of the materials handling and shipping container problems as met by waterway operators.

Piggy-back service, another subject of growing interest to materials handling and packaging engineers, was discussed by Sperry. He also is president of the Chicago, Burlington & Quincy Truck Lines. Behme spoke on "What's New in Truck Transportation," and Harris on "A New Look at Air Cargo."

Both speakers outlined the roles of their respective modes of transportation in over-all physical distribution.

Other Short Course sessions which dealt with the problems of physical distribution and their relationship to materials handling and packaging included: "Materials Handling-Palletization," "Improved Materials Handling," "Protective Cushioning," "Equipment Justification," "Unit Containers," "Bulk Containers," "Plant Layout," "Preventive Maintenance," and "Shipping Container Closures."

Palletization

Of particular interest to shippers was a paper on palletization presented by William H. Sardo, Jr., secretary-manager of the National Wooden Pallet Manufacturers' Association. He spelled out in detail pallet requirements, and offered a check list for pallet purchasers.

The check list was drawn up to insure purchasers the delivery of well constructed pallets designed

to meet job requirements, and to cut pallet maintenance costs.

Among recent developments in the field of pallet construction he mentioned a new nailless pallet of wood and steel, a new tier-rack stacking pallet, several new pallet nail designs, a new metal pallet guard said to eliminate broken edge or lead deckboards, and more extensive use of a combination of glue and nails for wooden pallets.

The Exposition

The Exposition itself developed the integrated physical distribution theme through display of live exhibits. Many of the close to 100 equipment manufacturers represented at the show exhibited their products under on-the-job conditions.

Conveyor lines were shown feeding shipping platforms and storage areas; fork trucks exhibited their versatility in physical distribution functions, and other types of equipment were displayed as integral parts of distribution set-up.



Is Your Shipping Container up to Date?

Redesign of your shipping container could produce substantial savings. The old single-purpose, hard-to-handle shipper, often with inadequate protective qualities, has become a multi-purpose, easy-to-handle, almost damage-proof, often re-usable package

THE ONCE lowly shipping container is coming of age. The single-purpose package with inadequate protective qualities is a thing of the past. The distribution manager, traffic director, or packaging and handling engineer who has not re-evaluated his shipping container program in recent years no longer can afford such gross neglect.

Today's shipping container offers economies on every front. It is superior to its predecessor in every respect. For example:

1. It provides maximum protection against content damage in transit and in storage.

2. Often the container itself is fabricated from materials less expensive than those once thought necessary. This lowers the cost of the initial package.

3. Careful design reduces or eliminates the need for expensive inner packing.

4. In many instances packing and unpacking time is cut by simple design improvements.

5. New materials and new applications of old materials produce lower tare weights. This results in considerable savings in shipping costs.

6. The modern shipper lends itself to easy handling by modern materials handling equipment, both powered and manual. This factor cuts car and truck loading and un-

loading time, speeds in-and-out time at warehousing sites, and permits utilization of maximum cube in storage areas and on shipping platforms.

7. The modern shipping container, often a bulk package, cuts the pilferage potential and permits easier consolidation of shipments with less loss in transit.

8. The modern container has eye appeal. Bright and attractive designs and simple sales messages have been found to be valuable sales aids. The product name printed in bold letters on each container, it is felt, helps make the buying public more brand conscious.

9. Multi-purpose shipping containers also offer sales incentive, particularly at point-of-purchase. Shippers which can be converted into counter, shelf and floor displays boost sales to an appreciable extent.

10. Many modern shipping containers also are designed for re-use.

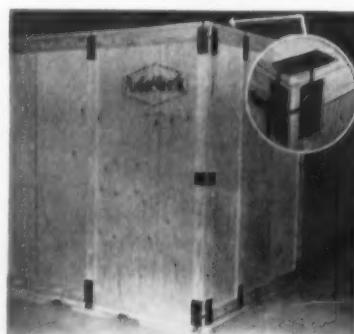
Examples of modern shipping containers are shown on these pages. While this round-up does not illustrate all types and designs (such a presentation could go on almost ad infinitum), it does present a representative cross section.

Brief descriptions of each package are given. Additional details, including how the particular packaging principle can be applied to

your own problems, can be had by circling the number indicated on the card facing Page 49.

Cleated Panel

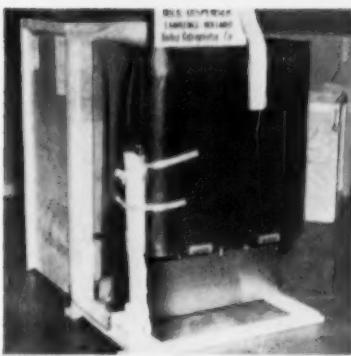
As illustrated by the examples shown here, plywood is asserting itself as an economical packaging material. It is light, it is rugged, and it is versatile. Advantages claimed for all three illustrations include lower tare weight, easier handling, faster and easier packaging, and superior protection.



Timber Structures, Inc.

Principal feature of this new plywood container is the sheet-steel fastener (inset) that permits quick assembly, quick disassembly, and re-use. The container consists of six interchangeable plywood panels that have the special steel closure devices already metalstitched or stapled to ends and center sections.

Circle 25 on Card Facing Page 49



Atlas Plywood Corp.

United Refrigerator Co. claims greater protection and lower shipping costs in shipping its 130-lb milk dispensers in this cleated panel box. Dimensions are 42 x 21 1/2 x 31 1/4 in., and shipping weight is 163 lb.

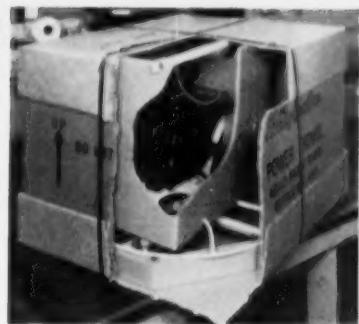
Circle 26 on Card Facing Page 49



Atlas Plywood Corp.

Griswold Manufacturing Co. uses this box to ship its Super G fry kettles. The plywood container uses kraft fiberboard inner packing. Weight of contents is 190 lb, shipping weight is 240 lb.

Circle 27 on Card Facing Page 49



Lavens Bros. Container Corp.

Corrugated carton for Powerking power mowers offer triple-dimensional support. Two die-cut dividers hold base of mower firmly in position and lock in the lower section of the assembled mower handle.

Circle 30 on Card Facing Page 49

Corrugated and Solid Fiber

After the basic considerations of product protection and package economy, the trend in this field seems to be to maximum eye appeal. Improved printing techniques and the use of board which is receptive to printed art have helped in this direction.

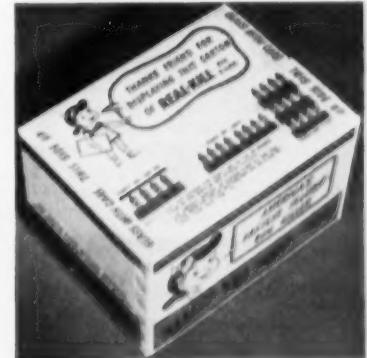
The examples below show how product sales can be enhanced through dressed-up shipping containers. Sales messages are kept simple, often including nothing other than the product name. Colors are bright and lettering is bold, but the good modern container is designed in good taste.



Stone Container Corp.

Multiplying display impact, bright and bold shipping containers reproduce design elements from cans or bottles for four new products by Plastone Co. The shippers have a white background in common for a "package family" resemblance.

Circle 29 on Card Facing Page 49



Owens-Illinois

Since 85 per cent of end gondola full-case displays are built by retailers, the carton that is automatically equipped for easy and effective display has a much better chance of being featured. The selling message is near the bottom. This is especially designed for full-case displays.

Circle 31 on Card Facing Page 49



Hinde & Dauch

Rich gold printing over 75 per cent of the outside surface provides the sales appeal required by Crown Central Petroleum Corp.

Circle 28 on Card Facing Page 49



Owens-Illinois

Large, legible printing on all four sides of this corrugated shipping carton provides instant identification of product in warehouse or stockroom. The identification squares, which are

marked in crayon or heavy pencil, permit use of the same container for all three brands.

Circle 32 on Card Facing Page 49

(Please Turn Page)

Is Your Shipping . . .

(Continued from Preceding Page)



Atlanta Paper Co.

In some quarters the traditional nail keg is giving way to this corrugated container. The manufacturer claims it is lighter, easier to handle, cheaper to ship, and provides merchandising appeal.

Circle 33 on Card Facing Page 49



Hinde & Dauch

Fiberglass laundry trays get good identification and excellent protection in this regular slotted corrugated shipper used by Selfridge Co. The tri-color shipper accommodates single or double trays in knock-down form.

Circle 36 on Card Facing Page 49



Stone Container Corp.

New package design for combustion chambers for oil burners gives the product better protection, saves packaging costs, and makes unpacking more convenient.

Circle 37 on Card Facing Page 49



Owens-Illinois

Attractive Currier & Ives type illustrations on this shipping carton perform a valuable promotional function in point-of-sale selling.

Circle 34 on Card Facing Page 49



Inland Boxes

Features of this corrugated cookie box are its colorful design and the pull-tape which permits easy opening. Bottom portion can be used for display.

Circle 35 on Card Facing Page 49

Corrugated-Counter Display

In this age of hard selling, point-of-purchase sales stimulation is becoming more and more important. The manufacturer or distributor who provides this stimulation has a sales advantage over his competitor. Shipping containers which can be converted quickly into counter and shelf display cases are distinct sales aids.

The retailer is more likely to feature that product which lends itself to attractive store display quickly and easily than the product which requires time and money for display. Pre-scored board, pop-ups, double-purpose flaps, and other simple mechanical designs add little or no expense to the container.



Hinde & Dauch

Practical design, bright color, and die-cutting feature this corrugated box used by A. Reich & Sons to ship and promote fancy fruit.

Circle 38 on Card Facing Page 49



Gaylord Container Corp.

When opened, this conventional kraft box exposes a tri-colored interior printed on bleached kraft.

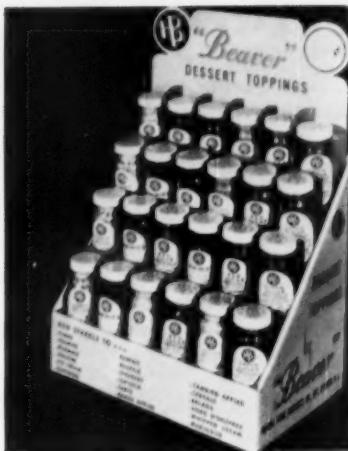
Circle 39 on Card Facing Page 49



Owens-Illinois

Selling carton with strong merchandising copy is used to promote sales of this food product. The shipping carton is clearly marked so it can be cut by the retailer to form a self-contained selling unit.

Circle 40 on Card Facing Page 49



Stone Container Corp.

Two dozen assorted jars of dessert toppings arrive packed on shelves and ready for self-selling in this shipper-display container. The bright yellow corrugated display is printed in red and green to tie in with the jar labels.

Circle 41 on Card Facing Page 49



Hinde & Dauch

This double-duty box, used by American Pencil Co., combines effective shipping protection with eye appeal. For display purposes the top is folded up to form the rear panel, while the front is folded down and tucked under to expose the sales message and the bright red interior.

Circle 42 on Card Facing Page 49



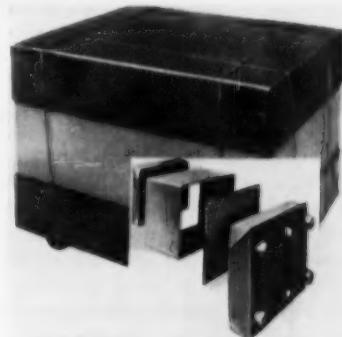
Stone Container Corp.

Tearing out a flap along a dotted line makes a self-service dispenser of the shipping case used for Avon crack filler. Two cans appear in a dispensing slot when the corrugated case is opened. As cans are removed, others drop into place.

Circle 43 on Card Facing Page 49

Unit-Load Containers

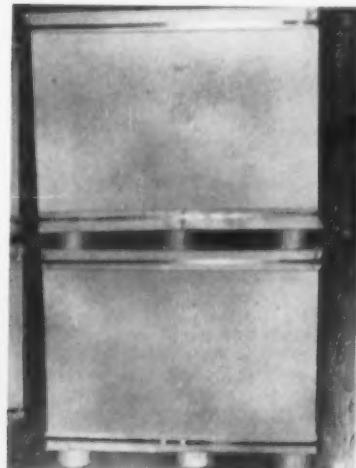
With emphasis on containerization and unitized handling, the unit-load container or bulk pack is being used more extensively than ever before. Pallet and skid-type bases, steel strapping, and simple closures are features often found in unit-load containers. These containers are not restricted to any one type of material. They are manufactured in corrugated and solid fiber, paper, metal, nailed wood, wirebound, cleated panel, and other types.



Gaylord Container Corp.

Advantages claimed for this bulk container include lower labor costs through reduction in the number of individual packages handled, ease of handling with power equipment, faster car loading and unloading, reduced tare weight, savings in warehouse space, and more economical handling by the end user.

Circle 46 on Card Facing Page 49



Gaylord Container Corp.

Universal Paper Bag Co. ships multi-wall bags in this drumpak container. The container is said to give superior protection to the bags and promote savings in materials handling.

Circle 44 on Card Facing Page 49



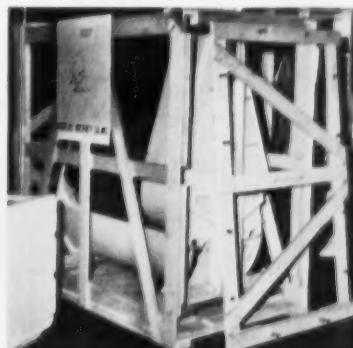
Gaylord Container Corp.

This single bulk pack replaces 20 100-lb corrugated boxes in shipment of wax by Shell Oil Co. The one-ton corrugated container is filled direct from the wax mold, and steel-strapped to a wooden pallet.

Circle 45 on Card Facing Page 49

Nailed Wood

Perhaps the oldest of modern shipping containers is the nailed wood box. This old standby also is in step with the modernization trend. Simple redesign of nailed wood boxes has resulted in material and labor savings as high as 55 per cent, and in shipping cost savings of over 40 per cent. Its re-use value is another desirable feature of the nailed wood box.



Weyerhaeuser Sales Co.

Crate for shipping DC-7 wing flaps is claimed to provide ease of packing and unpacking, reduced shipping weight from 846 to 461 lb, 34 per cent time and material saving, and 46 per cent shipping cost saving. The crate is reusable.

Circle 47 on Card Facing Page 49

(Please Turn Page)

Is Your Shipping . . .

(Continued from Preceding Page)

Corrugated-Floor Display

Perhaps the most effective point-of-purchase sales stimulants are those shipping containers which can be converted into floor display cases. While in many retail stores counter space is at a premium, there always seems to be room for one more good floor display.



Hinde & Dauch

This corrugated quick-change shipper is used by Emerson Electric Mfg. Co. The box is printed inside and out in two colors on contrasting background. The unit is converted to display from shipper by folding along pre-scored lines.

Circle 48 on Card Facing Page 49



Standard Corrugated Case Corp.

Combination shipper and floor display is used by B. F. Goodrich for shipment of sponge multi-colored mats.

Circle 49 on Card Facing Page 49



Robert Gair Co.

Paragon Glass Works is using this new corrugated floor stand with a movable interior shelf that enables the retailer to keep the bin filled to the top. The floor stand and display riser are shipped filled to the retailer in the protecting shipper.

Circle 50 on Card Facing Page 49



Robert Gair Co.

Narragansett Brewing Co. merchandises its king-sized beer bottles in this corrugated floor display. The display's bottom panel features interlocking flaps that double back on the inside.

Circle 51 on Card Facing Page 49

Wirebounds

The advantages for wirebounds, as recited below, are many. Perhaps the most often cited advantage is the wrap-around principle, which permits fast packing and unpacking. After they have served their initial purpose as shipping containers, wirebounds often are pressed into service as shop containers, tote boxes, stacking bins, etc. Wirebound also are adaptable for re-use as shipping containers.



General Box Co.

Four sizes are available in this reusable, heavy-duty, wirebound pallet box. The containers, with cleats on the outside, are available in regular or open-front form.

Circle 52 on Card Facing Page 49

Miscellaneous

Shown below are just a few of the other types of shipping containers not included in the broader classifications above. Included are paper and plastic bags, metal cans, polyethylene drums, and combinations. The standard rules for good shipping containers are followed in all cases — product protection, package economy, handling, etc.

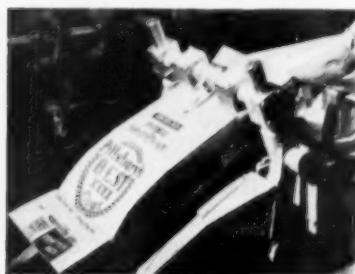


Hinde & Dauch

Live fish are shipped in water in this

corrugated aquarium. The package is a box within a box, cushioned and insulated with a special insulpak liner. The fish are carried in a polyethylene bag.

Circle 53 on Card Facing Page 49



St. Regis Paper Co.

Family-size flour packages are packed in this semi-rigid container. The individual units are tightly compressed by automatic equipment, making a rigid package for shipping and storage.

Circle 54 on Card Facing Page 49



George D. Ellis & Sons

These re-usable metal shipping containers are offered in a wide range of non-standard heights. The manufacturer claims elimination of interior cushioning and exterior crating, and a saving in shipping and storage space.

Circle 55 on Card Facing Page 49



Plax Corp.

This barrel-like polyethylene drum features two folding handles, pouring spout, separate openings for filling and venting, bottom handgrip, and strengthening ridges to permit rolling.

Circle 56 on Card Facing Page 49

Packaging Literature

To secure literature listed below, please circle the number indicated on the Reader Service Card facing Page 49 in this issue

Portable Steel Strapping Kit

Brainard Steel Div. of Sharon Steel Corp. introduces its portable steel strapping kit in a new release.

Circle 57 on Card Facing Page 49

Fiber Drum for Liquids

A fiber drum for liquids is described by Continental Can Co.'s Fibre Drum Div. in a recent illustrated release.

Circle 58 on Card Facing Page 49

Expendable Pallets

Expendable pallets are described in a folder issued by the National Wooden Pallet Mfrs. Assn.

Circle 59 on Card Facing Page 49

Pressure-Sensitive Labels

Sample pressure-sensitive labels are included in a four-page folder by Mark'andy, Inc.

Circle 60 on Card Facing Page 49

Stencil for Labels

A system of cutting a stencil to label boxes at the same time that an invoice or bill of lading is typed is the subject of a leaflet published by Sten-C-Lahl, Inc.

Circle 61 on Card Facing Page 49

Hand Stapler

International Staple & Machine Co. describes its Hand Boxer for closing cartons in a new publication.

Circle 62 on Card Facing Page 49

Plywood for Shipping

How plywood safely cuts shipping costs is discussed in a booklet offered by the Atlas Plywood Corp.

Circle 63 on Card Facing Page 49

Packaging Case Histories

Case histories on packaging chemicals, appliances, hose and grinding wheels are included in a new folder by Gaylord Container Corp.

Circle 64 on Card Facing Page 49

Tape Dispensers

Tape dispensers and label moisteners are illustrated in a brochure by Better Packages, Inc.

Circle 65 on Card Facing Page 49

Strapping Applications

The Gerrard Steel Strapping Div., United States Steel Corp., has released a 36-page "Blue Book of Packaging." It shows unique strapping applications.

Circle 66 on Card Facing Page 49

Rubberized Curled Hair

Forms made of rubberized curled hair to reduce shock in transit are pictured in a release by Blockson & Co.

Circle 67 on Card Facing Page 49

Wooden Boxes

Rathborne, Hair and Ridgway Box Co. describes its line of wirebound, wooden, and corrugated boxes and beverage cases in a new 8-page leaflet.

Circle 68 on Card Facing Page 49

Story of Paper

The impact of paper and paperboard on the modern way of life is told in an illustrated booklet. It is issued by American Paper & Pulp Assn. in cooperation with the National Paperboard Assn. and Fibre Box Assn.

Circle 69 on Card Facing Page 49

FREE

LITERATURE

Airfreight Services

Airfreight services available in more than 800 cities are outlined in a report entitled "Workhorses with Wings," released by American Airlines.

Circle 70 on Card Facing Page 49

Pallet Truck

The Yale & Towne Mfg. Co. has published bulletin 5073 A describing the Worksaver, electrically-operated Walkie pallet truck. Three models with 4000-lb capacity and three with 6000-lb capacity are described.

Circle 71 on Card Facing Page 49

Low Fork Lift

The low-profile Skylift fork truck, produced by Automatic Transportation Co., is the subject of a brochure. Rated capacity is 3000-lb. The truck has a 102-in. lift with standard 68-in. collapsed height.

Circle 72 on Card Facing Page 49

Pallet Stacking Frames

Tier-Rack Corp. has issued a folder on its new pallet stacking frames. Of tubular metal construction, the frames snap and lock onto standard pallets.

Circle 73 on Card Facing Page 49

Metal-Plywood Pallets

Econoweld Corp. lists specifications for its metal and plywood pallets in a four-page leaflet.

Circle 74 on Card Facing Page 49

Fork-Lift Truck

Bulletin 1321 of The Baker-RauLang Co. gives details on Model FTA-70 fork-lift truck. Capacity at 48 in. is 7000 lb.

Circle 75 on Card Facing Page 49

Storage Systems

Paltier systems of storage are illustrated in a booklet available from The Paltier Corp. The company features flexible racks built at the warehouse with standard hardware.

Circle 76 on Card Facing Page 49

One-Man-Cab Truck

The White Motor Co. describes its model 3000 Util-I-Deck truck in a folder. The truck uses a special body with a narrow off-set, one-man cab. The floor extends forward to the right of the cab, so that beams, poles and tubing can be carried.

Circle 77 on Card Facing Page 49

Hydraulic Scale

A folder showing the SU-20 hydraulic scale in use has been offered by the Martin-Decker Corp. SU-20 is a hook scale.

Circle 78 on Card Facing Page 49

Piggyback and Rails

Piggyback and what it means to railroad operations is the subject of a booklet published by the Fruehauf Trailer Co.

Circle 79 on Card Facing Page 49

Air Hose

A two-page bulletin on its line of air hose has been released by the B. F. Goodrich Industrial Products Co. The bulletin brings data on Maxecon all purpose hose, made in complete size range for use as an air, water and gasoline hose.

Circle 80 on Card Facing Page 49

CATALOG

A complete catalog on the Monovveyor, overhead conveyor system, is now ready for distribution from Mechanical Handling Systems, Inc.

General design is discussed and detailed specifications listed for each part. Copies of the publication are available by a request on the letterhead of the interested company sent to Distribution Age, Chestnut & 56 Sts., Philadelphia 39, Pa.

Electric Hoists

Electric hoists and a new control cabinet are described in Bulletin H-44 of the Harnischfeger Corp.

Circle 81 on Card Facing Page 49

Free Subscriptions

Free subscriptions to the Lewis-Shepard Lever, the winter issue of which has just been published, are being offered to people employed in materials handling.

Circle 82 on Card Facing Page 49

Cold Storage Door

"How to Select and Specify a Cold Storage Door" is the title of a booklet offered by Jamison Cold Storage Door Co.

Circle 83 on Card Facing Page 49

Wire Baskets

Pacific Wire Works Co. introduces wire baskets for fork-lift handling in a new folder.

Circle 84 on Card Facing Page 49

Refrigeration Products

Catalog No. R-400 of the Kramer Trenton Co. lists specifications for its refrigeration products.

Circle 85 on Card Facing Page 49

Unit Cooler

Dole Refrigerator Co. has introduced a low-temperature unit cooler and an electric defrosting unit in a six-page brochure.

Circle 86 on Card Facing Page 49

Skids and Jacks

Semi-live skids and jacks are compared with dead skids and lift trucks in a leaflet offered by Nutting Truck and Caster Co.

Circle 87 on Card Facing Page 49

Unit-Load Car

A new unit-load freight car which takes pallet-loads through five side doors is introduced in a folder by the Unit Load Car Corp.

Circle 88 on Card Facing Page 49

Conveyor Chain

Chain Belt Co. has published a bulletin telling of its new 9250 Case Conveyor Chain. The conveyor is designed for handling cartons, cases, crates, and cans.

Circle 89 on Card Facing Page 49

Reprints on Radio

Reprints of an article, "Clearing the Static from Mobile Radio," which appeared in Commercial Car Journal are available through Radio Corp. of America. Several case histories on the use of two-way radio are reported.

Circle 90 on Card Facing Page 49

Payment Check List

A free freight payment check list is being offered by Freight Payment Expeditors, Inc.

Circle 91 on Card Facing Page 49

Electric Fork Lift

A new four-page folder illustrating its new 6000-lb-capacity electric-powered fork truck has just been published by The Elwell-Parker Electric Co.

Circle 92 on Card Facing Page 49

Carrier's Report

Kramer Bros. Freight Lines, Inc., has published a brochure illustrating the company's facilities and listing direct points served by the company.

Circle 93 on Card Facing Page 49

Traffic Directory

The St. Louis-San Francisco Railway has released a complete new traffic directory. It covers through package car and coordinated rail-truck service.

Circle 94 on Card Facing Page 49

Deep Trough Idlers

Barber-Greene Co. has prepared a four-page bulletin, No. NT42-A, on its deep trough belt conveyor idlers. These units are designed to handle lightweight bulk materials including cereals and other grains, sawdust, wood chips, etc.

Circle 95 on Card Facing Page 49

Costs Reduction

How a manufacturer saves in labor and rejects costs is pictured and described in a free case-study report now available from The Rapids-Standard Co., Inc. The report gives details of the former method of handling, the equipment installed, and the results. A floor plan of the conveyor layout and photographs shows a practical handling method.

Circle 96 on Card Facing Page 49

Tractor-Shovels

The Frank G. Hough Co. has released Bulletin No. 304, entitled "Modern Payloader Tractor Shovels In Industry." It describes and illustrates a variety of industrial materials-handling applications for tractor-shovels, case histories of Payloader operations, and specifications on the complete line.

Circle 97 on Card Facing Page 49

Pallet-Type Steel Box

Hamlin Metal Products Co. has prepared a new booklet "Handling—Storage—Shipping" the story of their Hamlin Tainer, said to be an economical, efficient, lightweight, maintenance-free, space-saving pallet type steel box.

Circle 98 on Card Facing Page 49

Wirebound Pallet Box

General Box Co. is distributing a specifications and application sheet on its new expendable, wirebound pallet box. The one-trip pallet box is used for intra-plant transfer and bulk shipping.

Circle 99 on Card Facing Page 49

Gasoline and Diesel Engines

Engineering and design data on Hercules Motors Corp.'s gasoline-overhead valve and direct injection diesel engines are presented in four new four-page bulletins. This literature describes the new interchangeable Hercules gasoline and diesel engines of four-, and six-cylinder sizes.

Circle 100 on Card Facing Page 49

FILMS

Truckveyors, in-the-floor conveying systems for moving four-wheel trucks, are the subject of a new 16 mm sound, color film released by Link-Belt Co. "Pathway to Profits" has a running time of 12 minutes. It shows systems in use in railroad terminals, on motor freight docks, in air and water terminals, and in warehouses.

Circle 103 on Card Facing Page 49

"The First Five Minutes" is the title of a new instructional film on fire prevention in industry. It is offered by the National Board of Fire Underwriters and emphasizes the part of a fire brigade in a plant. The film is black and white with running time of 27 minutes.

Circle 101 on Card Facing Page 49

For prompt service, use postage-free postcard provided to obtain FREE LITERATURE and NEW PRODUCT information described in this issue. All material is FREE unless otherwise noted.

Record Control

Decreasing operating costs through record control is the subject of "These White Elephants Are Made of Paper," published by Remington Rand Div. of Sperry Rand Corp.

Circle 102 on Card Facing Page 49

Pallet Loader

J. W. Greer Co. describes the semi-automatic palletizer, a pallet loading machine for use on any production or packing line, in a recently issued brochure.

Circle 103 on Card Facing Page 49

Selection of Casters

Caster application and selection is the subject of a publication of the Gleason Corp. Over 40 casters are listed.

Circle 104 on Card Facing Page 49

Truck Leasing

National Truck Leasing System, Inc., has prepared three new brochures "The Little Loan That Wasn't There," "Truckleasing—The Modern Way to Own Your Trucks," and "Leasing Lexicon."

Circle 105 on Card Facing Page 49

Condensed Catalogue

A condensed catalog of Clark Ross Materials Handling Equipment has been published by Clark Equipment Co.

Circle 106 on Card Facing Page 49

Bagging Scale

Richardson Scale Co. offers a six-page bulletin, No. 0156, on its new GA-38 bagging scale. Included in the bulletin are sections on the scale's construction, bagging speeds, accuracies and operation.

Circle 107 on Card Facing Page 49

Polyethylene Resin

The Polymers Dept. of the DuPont Co. has compiled information on properties and uses of 13 compositions of Alathon polyethylene resin engineered to meet specific packaging needs.

Circle 108 on Card Facing Page 49



PRODUCTS

FOR FURTHER INFORMATION

Rotating Forks on Truck

Lewis-Shepard Products, Inc., is producing an electric fork truck with forks that rotate 360 deg. Available on Model JFTT, the attachment enables the operator to pick up and dump a box in either direction. The basic truck is rated at 2000 lb with

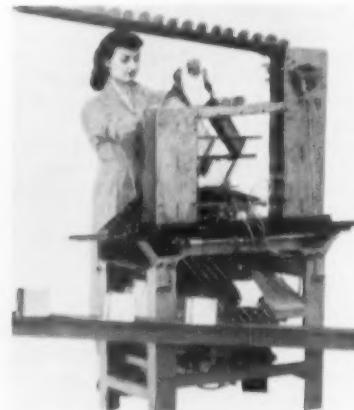


a 48-in load length. The actual working capacity with the attachment is 1500 lb with a 36-in load length.

Circle 113 on Card Facing Page 49

Can Band Loader

A machine for loading cans into multiple packages has been designed by Container Corp. of America. The



can band loader will handle up to 50 cartons a minute. Packages range from two to four cans.

Circle 112 on Card Facing Page 49

Light-Weight Lift Gate

A light-weight lift gate for larger trucks handling light, bulky loads is available from the Anthony Co. Loading area is 82 x 30 in. and lifting ca-



pacity is 1000 lb. Loading and unloading can be done from the side even at curb level. Model 144 RS can be operated from either side of the truck.

Circle 113 on Card Facing Page 49

Dockboard Locks

An adjustable Span-Lock to lock Magcoa dockboards in position has been introduced by Magnesium Co. of America.

The locks, used in pairs, are posi-



tioned without tools. A lever arm opens and closes jaws which lock to the edge of dockboard at the loading dock. A magnesium floor member holds the other end of the board.

Circle 114 on Card Facing Page 49

Heavy-Duty Burden Carrier

Where heavy loads of up to 6000 lb are to be handled, a standard straight-frame burden carrier announced by Mercury Mfg. Co. will find service.

Model A-1014-18 is battery-operated with magnetic contactor-type control, four speeds forward and four reverse. Four-wheel steer is con-



trolled with an automotive-type horizontal wheel.

The platform is 46 in. wide, 89 in. long and 33 1/2 in. high.

Circle 109 on Card Facing Page 49

Medium-Duty Truck

The 1957 GMC medium-duty 300 series truck is available with a 206-hp V-8 engine, Hydra-Matic transmission, and other equipment that han-



tails it for specialized operations.

Longer life and greater capacity are intended from newly designed transmissions and axles.

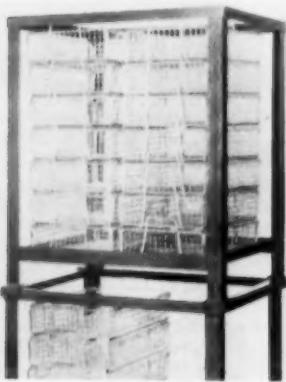
Circle 110 on Card Facing Page 49

→ and EQUIPMENT

PLEASE USE THE READERS' SERVICE CARD • • PAGE 49

Wire-Basket Racks

Better storage and fork truck handling of wire baskets are made possible through a new rack, the Bak-Rak, manufactured by **Jaxon Wire Products**.



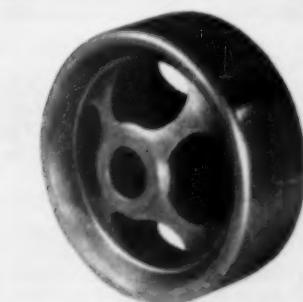
The rack is of heavy angle iron construction. Stacking legs provide fork clearance and racks can be stacked as high as space and equipment permit.

The unit is 36 in. high, 32 in. wide and 28 in. deep.

Circle 115 on Card Facing Page 49

Sintered Iron Wheels

Improved biron sintered iron wheels are being supplied on all standard 2½ and 3-in. truck casters of the **Bassick Co.** The powder metal

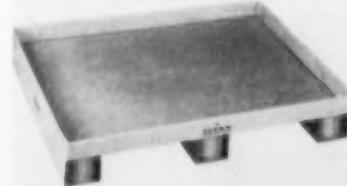


wheels are furnished in place of bearing semi-steel wheels. They have a slightly crowned tread surface. Both sizes are available with thread guards.

Circle 116 on Card Facing Page 49

Expendable Tray Pallet

Tital Pallet Co. has added a tray model to its line of expendable pallets. Model P, constructed of paper-



board, is claimed to have capacities up to one ton, stack loaded four-high.

Circle 117 on Card Facing Page 49

Refrigerated Trailer

Designed for carriers requiring a wide range of temperatures, the new Reeferator by **Dorsey Trailers** uses both mechanical refrigeration and ice bunker.

Cold air forced by blowers inside the ice bunker is evenly distributed



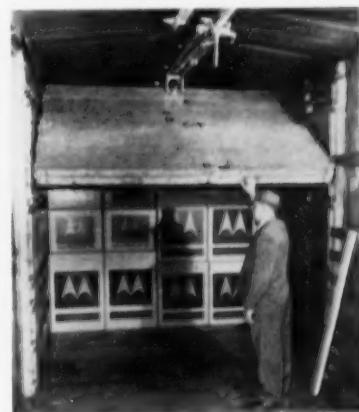
through overhead ducts. It is then drawn back into the ice bunker through openings at the bottom.

Located in the bunker, the evaporator is thermostatically-controlled to maintain temperatures within 3 deg F. With bunker empty, the cooler will maintain temperatures as low as 32 deg, while the use of dry ice in the bunker will hold temperatures down to -10 deg.

Circle 118 on Card Facing Page 49

Car Load-Locker

Designed to answer the needs of shippers of small packages of uniform size and moderate total weight is the new Quick-Loader produced by the **Evans Products Co.** The fast, easily operated spring-lock bulkhead



system can be operated by one man.

Two bulkheads allow dividing the load into three sections at any one-inch location throughout the car. When not in use, bulkheads are hoisted to overhead metal tracks.

Circle 119 on Card Facing Page 49

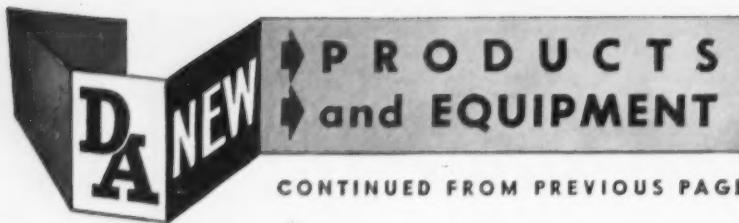
Portable Warehouse

Where added storage space is needed on a temporary basis a portable warehouse developed by **United States Rubber Co.** may do the job.



The pneumatically supported building is 80 x 40 x 20 ft and contains 64,000 cu ft of storage space. Made of paper-thin nylon fabric coated with vinyl plastic, it weighs about 400 lb.

Circle 120 on Card Facing Page 49



DA NEW **PRODUCTS**
and EQUIPMENT

CONTINUED FROM PREVIOUS PAGE

High-Lift Platform Truck

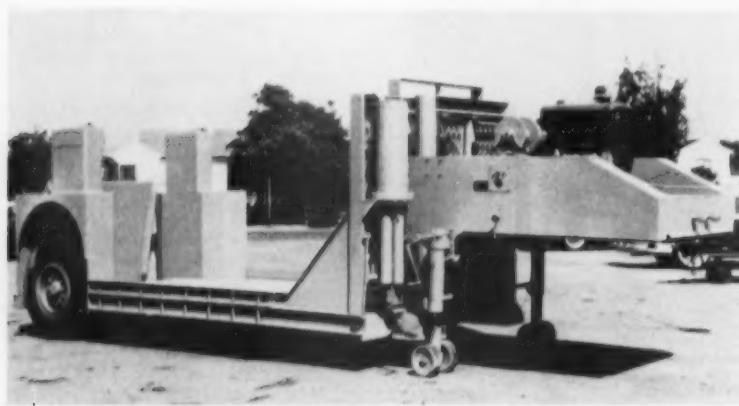
A new 10,000-lb capacity, electric powered high-lift platform truck, designed for general rugged handling



operations, has been developed by The Elwell-Parker Electric Co. The E13-10 features two-wheel drive, six-wheel steer, and is hydraulically actuated. It is of the end-control type.

Circle 121 on Card Facing Page 49

Low Loading Trailer Lifts Hydraulically



For carrying freight to areas where unloading is at ground level, Thompson Trailers, Inc., has developed a low-loading highway trailer with 12-ton capacity.

Available with either flat bed or van truck body, the trailer will roll with its springless body at any level.

Aluminum Conveyor

The M-H Standard Corp. has announced a new aluminum alloy Armorbelt conveyor for applications where the metal belt must be non-staining, rust resistant, light weight,



or have a bright surface. Widths range from 12 to 60 in. with lengths running up to 200 ft. All fixed and variable speeds are available.

Circle 122 on Card Facing Page 49



Power for the lift is supplied by an air cooled engine.

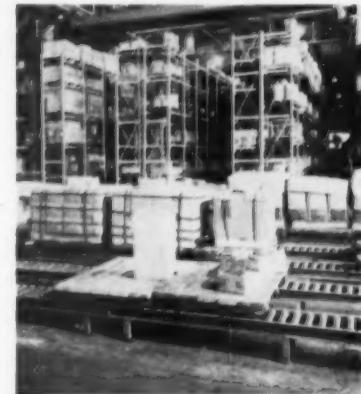
The conveyance can be pulled with a single-axle tractor with a 48-49-in. high fifth wheel.

The bed of the vehicle measures 17 ft from the headboard to the tailgate.

Circle 123 on Card Facing Page 49

Adjustable Pallet Racks

Palmer-Shile Co. has introduced an adjustable pallet rack which is assembled without bolting or welding. Adjustable members lock in place at



desired level and can be assembled in single, double, or multiple sections of any height.

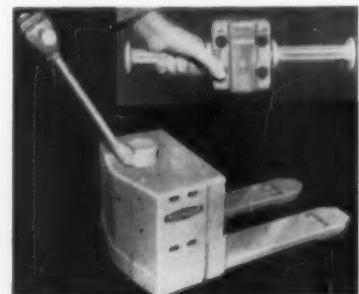
Double slots set at an angle on vertical uprights give freedom from sway.

Circle 124 on Card Facing Page 49

Electric Walkie Truck

The Raymond Corp. has introduced a new electric walkie truck which is only 20 1/2 in. longer than the load length and has a 200-deg steering arc.

A new safety feature built into the handle to prevent a worker from being squeezed when operating in tight spots is a switch which puts the



truck in reverse when the end of handle touches the driver.

The truck normally operates on 12 volts, but has heavy-duty 25-volt power available for faster speed on long hauls. All controls are built into the handle grip.

Circle 125 on Card Facing Page 49

Electronic Tractor

An electronic industrial tractor which requires no operator and eliminates the need for a guide wire on the floor is manufactured by Barrett-Cravens Co. Using an optical guidance system, the new Guide-O-Matic uses a low-powered bulb and photoelectric cell to follow a white tape or painted stripe. The optical unit is

compatible with the company's tractors which follow wires. An optically-



operated vehicle can be changed over to wire operation.

Circle 126 on Card Facing Page 49

Gas-Powered Fork Lift

High maneuverability has been combined with features for out-door work in the **Baker-Raulang Co.** Model FGF-40 gas-powered fork-lift truck.



Pneumatic tires and added engine power permit operation in yards. Wheelbase is 48 in. with an overall length of 85 1/4 in.

Circle 127 on Card Facing Page 49

Sealed Bearing Caster

Cold storage warehouses and other facilities in which rust is produced by chemicals, detergents, or steam sprays will be users of a sealed bearing caster produced by **The Colson Corp.** The caster maintains the maximum load rating of the wheel and has a lip-type neoprene seal which seals both swivel races and wheel bearings against dirt, grit, water, and acids.

Circle 128 on Card Facing Page 49

Parcel Post Scale

For shipping departments where a great amount of mail is prepared, **The Triner Scale and Mfg. Co.** has developed a new automatic computing par-



cel post scale, the Imperial, which takes up to 70 lb. The large, color-hand chart can be replaced in event of a rate change.

Circle 129 on Card Facing Page 49

Delivery Truck Body

Magnesium and fiberglass-reinforced plastic are used in the new 10-ft Weight Saver Merchandiser produced by the **Boyertown Auto Body Works**. The cab section is made up of molded parts of fiberglass-rein-

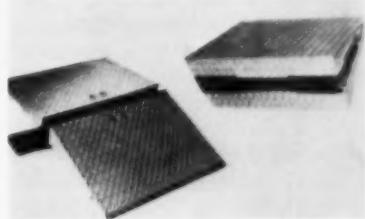


forced plastic. It features a curved glass corner windshield to give maximum visibility.

Circle 130 on Card Facing Page 49

Ramps for Crossing Hoses

Traffic can move over hoses with a portable hose ramp manufactured by **Copperloy Corp.** It is made of light-



weight magnesium and will give rigid support of 10,000 lb. Neoprene belt-ing holds pairs of ramps together.

Circle 131 on Card Facing Page 49

Dodge Offers Wide Choice of Transmissions



Truck operators requiring a specific transmission and axle ratio will find a wider choice in **Dodge** truck's 1957 line.

Push-button, three-speed automatic transmission is provided for all low-tonnage and forward-control models. Stop-and-go driving in city traffic and door-to-door delivery service are made

easier on drivers, it is reported.

For normal-duty service, a three-speed synchro-shift transmission is standard equipment on the 100 models. Overdrive is available.

Two-speed rear axles are available on model 700 (shown), COE tractor with 201 or 216-hp engine.

Circle 132 on Card Facing Page 49

Coordinating Trailership Service

If trailership services are dedicated to the best interest of truck-trailer economy, the concept of total transportation will be served to the mutual advantage and profit of ship operator, motor common carrier, and the shipper

THIS current automotive mobile era in transportation is characterized by a transportation revolution that is shaking the economy from stem to stern. It is a revolution in every sense of the word.

Every segment of transportation is vibrating with two objectives of equally vital importance: Self preservation and adjustment to new and changed requirements.

No longer is it a question of a new form of transport carrier taking over and obsoleting other forms. Neither is it one of establishing a new form of transport on the basis of comparable regulations with other established forms, which would be inimicable to progress and the public interest. It is a question of reviving old forms and accepting new ones for the establishment of a transportation and distribution system of the whole.

Conflict with Tradition

Traditional concepts and practices are in devastating conflict with our social and economic order. Under compulsion of sheer necessity, they are being smashed in almost regular one, two, three order. There is no time in our rapidly moving economy to permit of dependence on evolution to adjust all the problems created by forces and events with respect to competitive positions.

This era of transportation revo-

By Wayne W. Light
Transportation Consultant

lution also marks the transition from the transport or traffic concept into a system of total transportation (see *DISTRIBUTION AGE*, Oct., 1956, p. 37). It also marks a transition from the transport of loose goods to the proposition that contained property is the safest, surest, and the most efficient manner of implementing total transportation most economically, and that it is therefore absolutely inescapable.

It now becomes a problem of utilizing all available transport facilities, and coordinating their respective operations for a system-like complete cycle of transportation services.

Trailer operators will use water highway transport service on the basis of the advantages derived. The most important of these are assurances of available space reservations, and that the ships are making enough money to guarantee permanency of their service availability. For these assurances, trailer operators will want to make definite commitments of their patronage. This satisfies the purpose of both the operators and the ships.

The rates or charges by the ships are of comparatively little concern to the operators as

against the overall advantages of more profitable use of their equipment.

Trailerships must provide:

1. Assurance of operating schedules according to the requirements of the operators.

2. Locations of terminals and piers economically and conveniently accessible to the operators, with the maximum avoidance of traffic congestion, according to the judgment of the operators.

3. Assurance of regular availability of space on the ship to meet the operators' budgeted requirements.

Trailership Advantages

The advantages of trailership transport to truck-trailer operators are virtually an underwriting guarantee of the success of water highway transport in fullest measure. Based on the above provisions, these advantages are:

1. Ability to expand local operations.

2. Ability of their tractors to service a greater number of trailers during the day, and thus increase the pay volume of both the operators and the ship.

3. Ability to purchase only additional trailers and/or containers, and increase operating personnel, to care for expanded volume of lading without the usual corresponding increase in capital investment. This provides greater

(Please Turn to Page 74)

A METHOD of closing corrugated containers so that they will remain pilfer-proof even after they have been opened and reclosed, now is available for companies shipping through branch plants or other distribution points. In addition to the pilfer-proof feature, the reclosed box retains its neat appearance.

Canadian Schenley Ltd., Valleyfield, P. Q., Canada, faced this shipping and packaging riddle: Cases of whisky destined for a principal client, Quebec Liquor Commission, required opening and reclosing by the consignee in order that QLC could apply Provincial Government revenue stamps. To encourage facile opening by QLC, Canadian Schenley sealed the top flaps of the corrugated container with a gummed paper tape.

Since the adhesion of this closure left something to be desired—it would deteriorate in transit and could be steamed off quite readily—Canadian Schenley grew concerned over a pilferage hazard.

The problem has been solved by an air-operated stapling machine. Supplanting the gummed tape as a seal for the top flaps of the shipping case are two large staples, one at each end. About 1 1/4 in. wide, these staples easily straddle the joints where both flaps meet.

This staple closure is relatively tamper-proof since it now would be difficult for an unauthorized person to open a case without leaving behind tell-tale evidence in the form of mutilated corrugated board. Canadian Schenley furnishes its consignee with a simple manually-operated device that cleanly opens the staple.

This stapler operates with 60 to 80 lb of air pressure. It is counterbalanced and can be handled easily by a woman operator. The equipment effects closures as rapidly as shipping cases can be positioned and the trigger activated.

The anvil can be adjusted to perform several functions. For instance, it can be modified to drive the 5/8-in. teeth of the staple through both the flaps and an inner protective pad if desired. The control also prevents the staple from being driven into the bottle.

Big Staples Solve Reclosing Problem

Two staples, which are removed and replaced when whisky bottles are stamped for revenue, keep pilfer-proof containers in neat condition

By M. M. Gutwillig, *DA Canadian Correspondent*

This cleaner closure is particularly desirable in the case of the new white-coated corrugated cartons for Canadian Schenley's premium product, aged - eight - years O.F.C. Gold and black art design against the snow-white backdrop has resulted in new dignity for the shipping container.

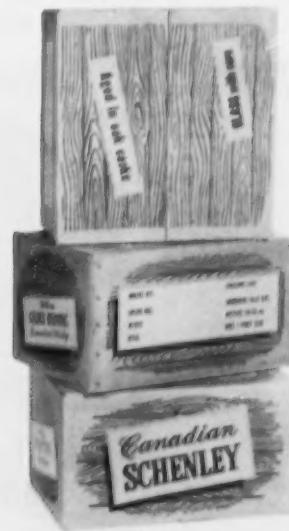
A new approach also has been used on shipping cartons for other Canadian Schenley products. Shipping and warehousing information

has been integrated on a single panel. Standard details regarding contents (gallons, strength, bottle size, etc.) are pre-printed on the right-hand column. Ample space for stenciling of variable details (gross weight, excise number, warehouse, bottling date) has been provided in the left-hand side of the information panel.

This attention to shipping detail helps to inspire product recognition and respect. *



Above: Pneumatic stapler by General Shipping Equipment closes containers



Right: Special information is pre-printed. One panel is for stenciling

A Look at European Refrigerated Storage

Conveyors are used for handling in British ice cream plant and Swedish dairy while a crane lifts cargo to any of six floors in a Dutch warehouse

CAPABLE of holding nearly a thousand tons of ice cream, a new cold store warehouse has been built for T. Wall and Sons Ltd., at the firm's Acton, London, ice cream plant.

Despite its large size, the plant operates with a staff of 20.

The three-story building has been erected on stilts to prevent frost heave. Had a cold-store of this size been built directly on the ground, cold eventually would penetrate the insulation and form ice in the earth. The frozen earth would lift the building and damage its foundations.

For distributing purposes, Bri-

tain is divided by Wall into eight sections. Most of the new cold-store warehouses ice cream awaiting transit by trucks to divisional cold-stores at Croydon, Bristol, Cardiff, and Southampton, and thence by smaller vehicles to supply depots in principal towns.

On the ground floor of the new cold store are two smaller refrigerated rooms, which serve the Acton (London Home Counties) and Central London divisions. These are separate entities, completely insulated from the rest of the building. Underneath their floors runs an electric mat to prevent frost heave.

Refrigeration is by liquid ammonia circulated by three pumps, each capable of delivering 5,000 gal an hour.

Slat Conveyors

Six powered wooden-slat conveyors take the ice cream up into the cold-store from the three production plants. The first two pairs of conveyors deliver brickettes and bumper bars to the top floor. The third pair conveys family bricks, bulk ice cream in 1-gal cans, and miscellaneous flavoured lines to the first floor.

Every other slat of the wooden conveyor which moves 1-gal cans

The Enskede Dairy at Stockholm, one of the Mjolkcentralen group. MC distributes milk through over 3,000 retailers



Cheese store at the Nykoping depot of the Mjolkcentralen group of dairies



has been raised slightly to check back sliding on the steep incline. The conveyor is narrowed by adjustable rails at the incline to prevent 1-gal cans from over-riding and going up side-by-side.

More than half-a-mile of chain-link conveyors are used on the three floors.

On each floor, two porters unload the ice cream and store it in refrigerated bays 95 ft long. Porters wear corduroy tunnel suits, duffle coats and hoods, gloves, and knee boots. Hot drinks and cod liver oil are supplied by the company. The factory doctor reports that cold-store porters have the best health record at Acton.

Other porters load the ice cream lines which are taken out to the other end of the cold-store by seven conveyors—two from each floor and a reversible conveyor for gallon-bulk and special lines. The seventh belt also takes returned ice cream back into the plant.

Conveyors converge in an air-lock before finally leaving the cold-store. Metal plates are fitted around the lintels of each of the heavy air-lock doors. These plates are heated electrically to prevent formation of ice and jamming of the doors.

Conveyors then take the cans into the dispatch yard where four



Ice cream moves from British warehouse built on stilts to trucks with roller-conveyor floors via wood-slat conveyor operated at box

vans are loaded simultaneously. Many of Wall's vans have roller-conveyors built into their floors.

Conveyor Control

In a small cabin in the dispatch yard, the controller operates the conveyors. By means of a microphone and loudspeakers he can give messages to and receive messages from any part of the cold-store.

The loading staff on each floor can control the movement of its part of the conveyor system.

A system of moisture extraction prevents the formation of much

frost on walls and ceilings. Air which escapes is replaced automatically by cooled, dry air.

The company's fleet of over 800 trucks delivers most of Wall's products. Insulated bodies of the vehicles are built in company shops. The vehicles range from $\frac{7}{8}$ -ton articulated vans with a capacity of 1,000 two-gal cans to 5-cwt "midgets" with a 20-gal capacity.

New Swedish Dairy

A new step in the centralization of Sweden's dairy industry is the completion of a large central dairy in the city of Orebro in Central Sweden.

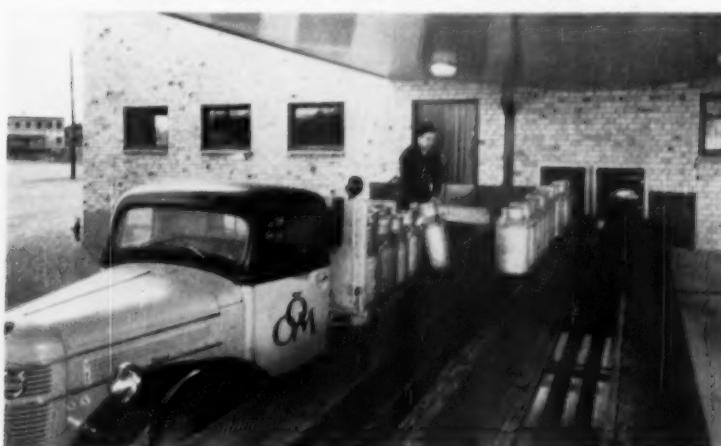
Assisted by seven branch dairies, it is to serve Orebro County.

With the branches it will take care of all collecting, processing and distributing that 20 years ago was undertaken by about 40 plants. Operated by the Orebro Dairy Society, it is capable of handling 150 tons of milk in three hours.

Following a farm crisis in the late 1920s, the Swedish Dairies Association (Svenska Mejeriernas Riksforening SMR) was founded to unite many local dairy societies into federations which make up the membership of SMR. Between 1933 and 1948 the number of dairies

(Please Turn Page)

Chain conveyors extend out onto the platforms for carrying milk cans. Trucks leaving carry skim milk for cattle feed



... Refrigerated Storage

(Continued from Preceding Page)

ies dropped from 1,672 to 701. SMR in 1948 handled 97.6 per cent of milk in dairies. Today there are 550 large dairies in Sweden.

Originally formed to handle a surplus of dairy products, SMR now stimulates production and plans national production, distribution, and marketing.

The amalgamation of small units on a nationwide scale has brought more efficient milk collection, concentration of production, exploitation of mechanical and manufacturing improvements, and better distribution and sale of products.

Rationalization of the dairy industry has meant that milk, cream and butter within a certain area is supplied by one firm.

Costing about \$2,130,000 to build, the new dairy fits into this national scheme and can be expanded as population grows.

Storage Tanks

The milk and cream storage tanks have a capacity of 300,000 litres (300 tons) and there is a cheese storage plant with capacity of 900 tons. Port Salut cheese is ripened and packed in a basement room while other cheese storage is handled in a special building. To simplify transport to the cheese building, mobile shelf-containers are used. These are handled by fork-lift trucks.

The dairy is equipped with loading and unloading platforms to accommodate three trucks at a time. There is a reserve platform with a chain conveyor for milk cans. Two weighing-in machines have semi-automatic discharging machinery. A third machine is equipped with a fully automatic emptying device and hopper. Quantities are registered automatically on tape.

While cans are emptied the truck is driven around to another loading platform where cans of skim milk or butter milk for cattle feed are delivered on a separate conveyor belt. Below the receiving and delivery platforms there is a space for storing milk cans.

Refrigeration Plant

The refrigeration plant at the dairy includes two compressors of 20,000 calories each for the milk cooling plant, one compressor of 20,000 calories for butter cooling and storage, five refrigerator machines to take care of ice cream.

In the milk and butter rooms, the refrigerator element is placed in the space above the storage units, thus economizing space. The refrigerated butter storage will accommodate 75 tons in cartons. Covering a floor space of 85,000 sq ft, the Orebro dairy is air-conditioned throughout.

One of the largest and most

modern refrigerated warehouses on the Continent is the Merwehaven cold store belonging to Blaauwhoedenvem-Vriesseveem, Rotterdam. It provides special chambers for meat, fruit and vegetables and quick freezing facilities.

Incoming cargoes can be unloaded by crane direct into any of the six floors. Outgoing cargoes can be dispatched similarly to either ship, barge, or railway car.

Consisting of a basement and five upper stories, the warehouse is located on the quayside at Rotterdam. It is insulated by a 30-cm (11 13/16-in.) layer of cork for the outside walls and a 24-cm (9 7/16-in.) layer for the inside walls.

Large, heavy steel overhead outside doors are provided. Besides these main, insulated doors, every room has a rubber door pushed open by the fork lift trucks and other vehicles.

Divided into nine rooms, the basement has storage capacity of 131,872 cu ft. Cross-blown air coolers in each room make it possible to store fruit in this area at 0 deg C (32 deg F) and a relative humidity of 95 per cent.

Besides the receiving area, the first floor comprises five refrigeration rooms, of which three are fitted with extra heavy air coolers and powerful fans for quick freezing at -40 deg C (-40 deg F). These three rooms have a total capacity of 36,270 cu ft and are

(Please Turn to Page 73)

All valves and controls at the Merwehaven cold store are located in engine room leaving only pipes in storage area



Refrigeration machinery at Rotterdam warehouse consists of eight compressors with 460-tons refrigeration



Know Your "MARKS"?

A number of traffic and transportation people have written us describing their frustration in attempting to discover how we alter the carrier trade marks each month. Some carrier people even had trouble detecting changes in their own marks.

How good are your powers of visual recognition? Most of the 12 marks below should be familiar to you. Most, but not all, have been changed in some manner. See if you can detect the changes. Try the quiz on your friends, the results may surprise you.



1



5



9



2



6



10



3



7



11



4



8



12

List Your Answers Below (No Cheating, Please)

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

11 _____

12 _____

(Please Turn to Page 108 for Unaltered Trade Marks)

DA Materials Handling Primer—XV

Exterior Containers—Boxes and Crates

By D. O. HAYNES

DA Materials Handling Consultant

EXTERIOR CONTAINER TERMINOLOGY

In everyday usage the terms carton, box, case and crate are applied rather loosely. In packaging and shipping circles, however, they have definite connotations.

The name carton is reserved for containers used for interior packing. They are made from various kinds of boxboard. A box is a rigid container which has closed faces. A case is a wooden, metal or fiberboard ship-

ping box. Case and box are used synonymously.

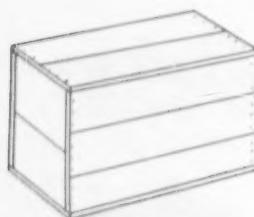
A crate is a shipping container of framed construction joined by nails, bolts or other fasteners and whose frame may or may not be enclosed by sheathing.

In this chapter we shall consider the problems connected with handling wooden and fiberboard boxes (cases)

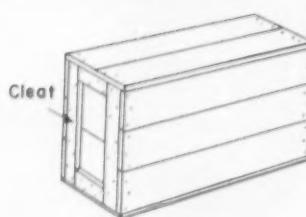
and the medium-sized crates such as those used for shipping fruits and vegetables.

Our interest in these exterior containers is their handling characteristics. We shall assume that the correct kind of container has been specified for the material it is to hold, and shall concentrate our efforts in seeing that it is handled in the best possible manner.

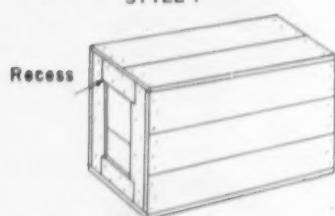
EXTERIOR CONTAINER DESCRIPTIONS



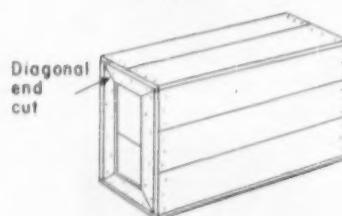
Single thickness ends, sides, top, and bottom nailed to ends.
STYLE 1



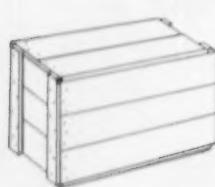
Four cleats on outside of each end. Sides, top, and bottom nailed to cleats.
STYLE 2



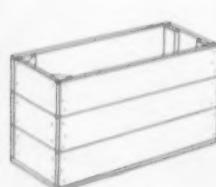
Similar to style 2 except vertical cleats recessed to add strength.
STYLE 2 1/2



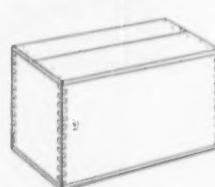
All cleats same length due to diagonal end cut.
STYLE 3



Two vertical cleats only. Loads under 200 lb gross.
STYLE 4



Triangular or rectangular cleats inside box.
STYLE 5



Morticed (lock corner) end with glued tenons.
STYLE 6

The great majority of containers in these groups are rectangular in shape. Nailed wooden boxes, as shown in Fig. 1, are strong and rigid. The standard styles all have smooth tops, bottoms, and sides. However, boxes used in shipping fruits and vegetables frequently are constructed with cleats to hold the slats of the tops and bottoms together, as in Fig. 2. They are not quite as sturdy as the standard styles, but they stand up well even with rough handling. Small- and medium-sized crates may be nailed or wirebound, as shown in Fig. 3, and may have cleats on all four sides.

Wirebound boxes and crates are constructed with sides, a top, and a bottom fastened to cleats and to each other by means of binding wire and staples. The ends may be plain or stapled to battens or liners and fastened in place by means of nails or staples or wires stapled thereto. The closure is made by twisting or looping together the ends of the binding wires, as seen in Fig. 4. In some handling operations the wires must be considered as a possible problem.

Plywood boxes are constructed of multiple sheets of veneer glued together and fastened in different ways. The examples shown in Fig. 4 are by no means all the possible arrangements, but indicate the general character of these containers.

FIG. 1—STANDARDIZED NAILED (OR LOCK CORNER) WOODEN BOXES

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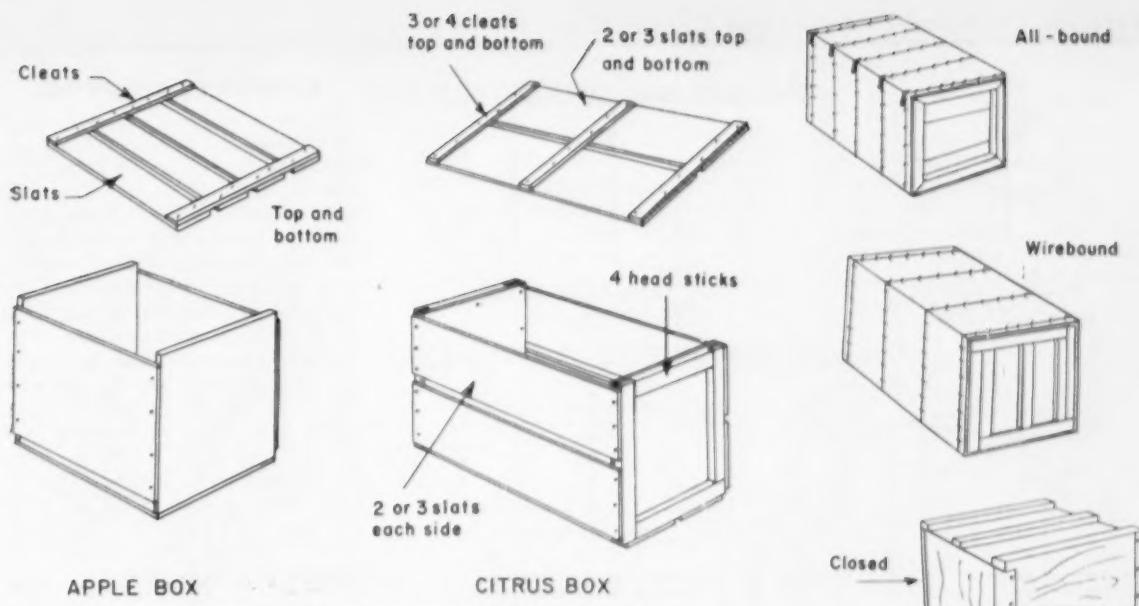


FIG. 2—SOME BOXES HAVE PROJECTING CLEATS

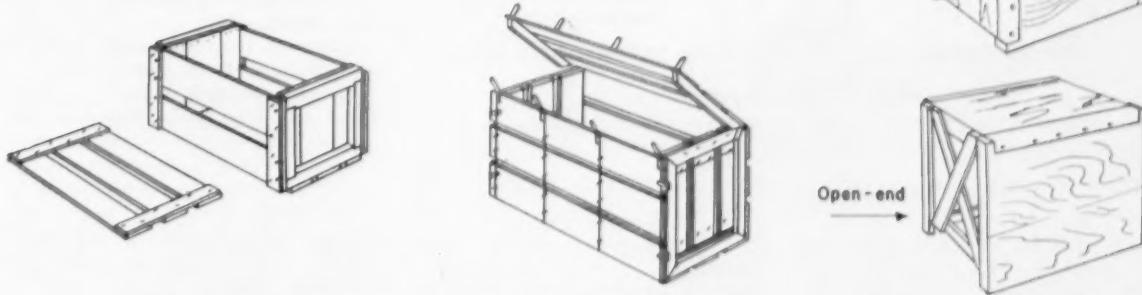


FIG. 3—TYPICAL MEDIUM-SIZED CRATES

CONTAINER BOARD

Container board is a general term designating either a corrugated or solid fiber shipping container board. Corrugated board may be single-faced (a piece of corrugated board pasted to a flat sheet of board) or double-faced (a corrugated board pasted between two flat sheets). Double-wall board is made by combining a double-faced and a single-faced board by pasting them together.

Solid fiberboard and corrugated boxes are made with smooth surfaces, but the solid variety may also be made up with cleats for greater rigidity.

The examples shown in Fig. 5 are selected from The Hinde & Dauch Paper Co.'s catalog to show in a general way the kinds of corrugated paper boxes which are handled. Note particularly such features as covers which, as we shall see, are utilized to expedite handling with certain fork truck attachments.

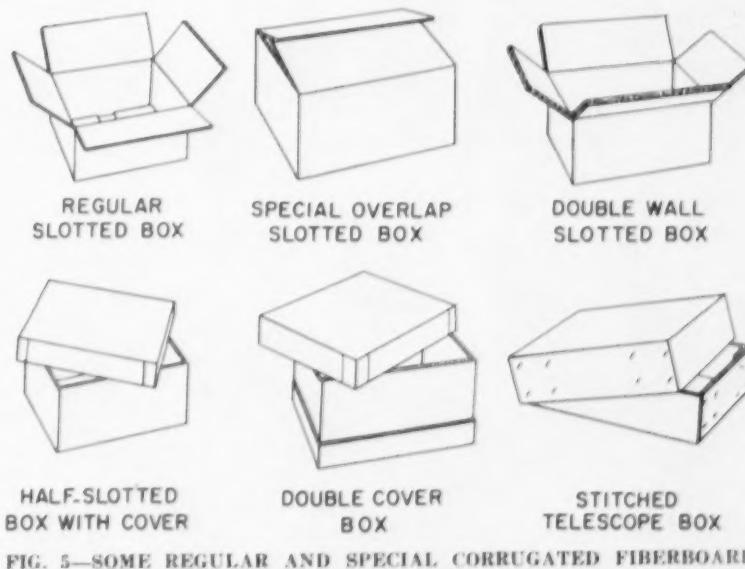
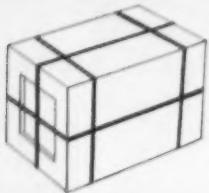
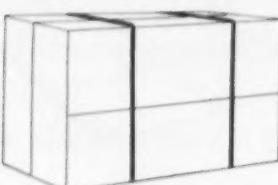


FIG. 5—SOME REGULAR AND SPECIAL CORRUGATED FIBERBOARD BOXES

Exterior Containers—Boxes and Crates, Cont.

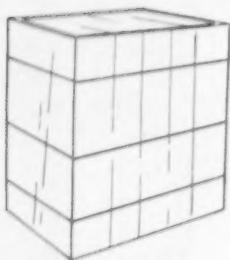


3-WAY STRAPPED
WOODEN BOX

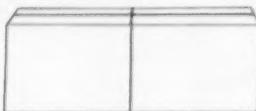


TWO CORRUGATED BOXES
STRAPPED AS A UNIT

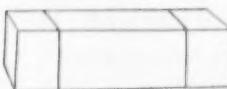
FLAT STEEL STRAPPING



LARGE WOODEN BOX



Meat products



FOODS IN CORRUGATED BOXES

ROUND STEEL STRAPPING

FIG. 6—ANY TYPE BOX MAY BE STRAPPED FOR ADDITIONAL
STRENGTH AND PROTECTION



ONE MANUFACTURER'S LINE OF BOTTLER'S CASE TRUCKS



CLAMP TRUCK



ANOTHER
KIND OF CASE
TRUCK



BEVERAGE
CASE TRUCK

FIG. 7—SEVERAL TYPES OF HAND TRUCKS

CONTAINER STRAPPING

All types of boxes and crates may be strapped for shipment. There are two kinds of strapping used—flat band and round steel, illustrated in Fig. 6. It should be noted that the latter is larger in diameter than the former is in thickness. For example the sizes of strapping recommended for packages weighing over 25 and up to 50 lb gross are for round steel 0.054 in. diameter, and flat band $\frac{1}{2}$ in. wide by 0.012 in. thick; and for packages over 450 and up to 600 lb gross, round wire 0.0915 in. diameter, and for flat band $\frac{3}{16}$ in. x 0.023 in. thick. The round wire is, therefore, three or four times as thick as the flat band. We must take strapping into consideration when strapped containers are handled on gravity conveyors.

UNCOVERED CONTAINERS

Although cases are defined as closed containers, there are some that are uncovered. Examples of these are the standard types of cases used in the beverage and milk industries. Liquor and soft drink cases have flush bottoms. Milk cases introduce the problem of false bottoms. Boxes are not always handled as closed units. In some plants, as discussed below, fiberboard boxes are made up and moved with the flaps open to shipping or packing centers.

UNIT LOAD HANDLING

Practically all types of boxes and small crates make ideal unit loads on skids or pallets. How unit loads are developed was covered in the January, 1956, issue of *DISTRIBUTION AGE* (page 60). We shall, therefore, devote our attention here to handling boxes and crates as individual items or in multiple units without skids or pallets.

Rarely, if ever, are these operations carried on in yards. The movements with which we are particularly concerned are inside plants, along packing lines, into and out of storage, and to rail or motor truck carriers. We shall not, therefore, spend any time discussing how these containers could be moved about by truck-towing conveyors, trackless trains, and similar general-purpose machines. We shall concentrate on equipment and methods developed primarily for transporting boxes and cases and particularly the problems involved in conveyor operations, with special emphasis on the limitations imposed by characteristics of boxes.

TRANSPORTING EQUIPMENT

There are probably more specialized hand trucks for boxes and cases than for any other classes of products. Some of these types are shown in Fig. 7. Such names as cannery, dairy, beverage, egg case, bottler's, clamp, and many others indicate that there is a special truck for practically

any kind of case-handling job in industry. In addition, there are available the many general-purpose trucks, warehouse, stevedore and the like, which can be pressed into this kind of service.

Despite the tremendous increase in the application of mechanized han-

dling equipment, the two-wheel hand truck still holds its own as a good means for handling boxes and crates where conditions are cramped and the distances involved are not great. Distributors of fresh fruits and vegetables and of cased bottled goods still are largely dependent upon this type.

ELEVATING EQUIPMENT

Although vertical conveyors generally are more costly than inclined types, both rigid arm and suspended carriage varieties are used extensively for elevating and lowering all type containers, especially where space is at a premium, as seen in Fig. 8. Where containers of fairly uniform height are to be raised, pusher bar conveyors, with proper provision for keeping the articles from falling off the line, are effective, particularly if horizontal and inclined paths are included in the system.

Hoists, floor cranes, and similar types of intermittent motion machines are not used to handle these exterior containers on a production basis. They are sometimes employed for spotty handling of heavier items to loading platforms or for moving heavier crates up to truck-bed level. However, if there is any volume of this kind, a powered tailgate on the

FIG. 8—SOME VERTICAL CONVEYORS USED TO ELEVATE CASES AND CRATES

truck would be more effective.

Both hand-operated and electric stackers are utilized for placing such containers in storage racks. However,

where space permits and there is any considerable volume, the chances are they can best be handled as unit loads on pallets or skids.

CONVEYING EQUIPMENT

In considering equipment of this type we must take into account the differences in the contacting surfaces of wooden and fiberboard containers, as well as any other peculiarities.

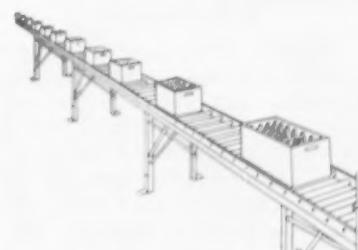
Although gravity chutes are among the most economical means for lowering boxes and crates, their operation is adversely affected by the presence of moisture. Wooden containers and especially corrugated fiberboard boxes are slowed up if they are damp or wet, even on metal slides. If gravity chutes, including spirals, are to be located outside a building they must be protected from the elements. Trouble also may develop if containers are stored in a cool environment and then moved out to a hot humid atmosphere. They may "sweat" and their action slowed up, if not actually arrested on the inclined surface. Wheel or roller beds in spirals overcome most of the difficulty, but may introduce other problems, as described later.



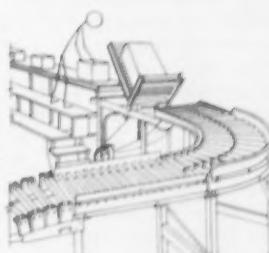
CRATES OVERHANG THE CONVEYOR



BALL TRANSFERS CAN BE HELPFUL



ROLLERS HANDLE BOTH FLUSH AND FALSE BOTTOMS



AN UP-ENDER READIES BOXES FOR STRAPPING

FIG. 9—BOXES AND CRATES ON ROLLERS

Exterior Containers—Boxes and Crates, Cont.

Care must be exercised when strapped containers are to be lowered on metal chutes. If the strapping protrudes so that it acts as runners, the packages may gain too much speed. This would not be a serious problem on a relatively short plain or on a properly designed spiral, which, due

to its gentler pitch and the introduction of centrifugal force as a compensating factor, provides greater control over the rate of descent.

Without doubt, more cases and crates of every variety are moved on gravity wheel and roller conveyors than any other class of handling

equipment. There must be at least six wheels or three rollers at all times under the smallest package to be conveyed. Also, as a general rule, rollers, because of their greater inertia, require slightly greater pitch than wheels.

OPERATING PROBLEMS

It is axiomatic that in order to be conveyed successfully on wheels or rollers an article must have one smooth, firm contacting surface. Nailed boxes and solid fiberboard boxes without cleats come up to this specification.

Plain, dry corrugated boxes ride well on both wheels and rollers. Any factor such as overloading and dampness which tend to break down the corrugations as the container passes over the wheels or rollers, result in an unfavorable operation. About all that can be done where such a situation exists is to have the wheels very closely spaced or the roller of small diameter so that they can be spaced closely or use some other type of conveyor, such as a powered belt.

CLEATED CONTAINERS

Cleated containers can be handled in several different ways. If there is one smooth surface, a side, for example, which can be placed in contact with the wheels or rollers, there is no problem. If the cleats run athwart the container it may be possible to use the arrangement shown in Fig. 9. Here the container overhangs the two lines of bolt-mounted wheels. Note particularly the ease with which the containers negotiate the 90-deg curve.

Of course, any arrangement which would permit the cleats to ride between the wheels would accomplish the same purpose, but difficulties would be encountered at curves because the cleats would bind. Rollers can convey cleated articles provided the cleats are so set that they act as runners in the direction of travel. This, in most instances would mean conveying the package with its long dimension across rather than lengthwise on the conveyor, which is not an ideal setup, especially if spurs or switches are included in the line.

The next problem is strapping materials. The crosswise straps are the only kinds that are apt to cause any

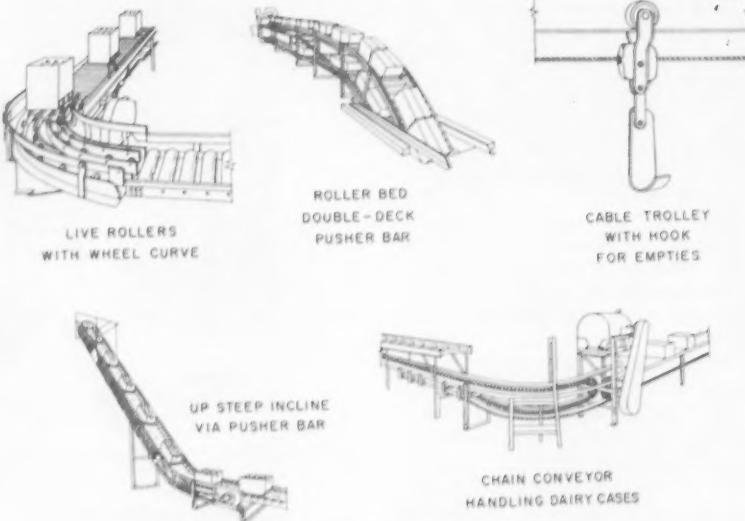


FIG. 10—GOOD CONVEYORS FOR BOXES AND CRATES

real trouble. Wheels are better carriers for this arrangement than rollers because of their relatively small points of contact. However, it may be necessary to increase the pitch of the conveyor more than usual to prevent stoppage on the line. The package should be placed on the conveyor so that closures such as seals or twisted round strapping are not on the contacting side of the package.

LIVE ROLLER

Powered live rollers offer the same general advantages that they do for conveying any kind of product, as seen in Fig. 10. The drive feature makes it possible to have level movement without manual effort and the fact that the rollers are driven makes for better conveying when the packages are strapped.

Belt conveyors, both fabric and steel band, handle all types of boxes and crates without regard to the nature of the contacting surface. Nat-

urally, the belt must be selected so that it will not be damaged by cleats or strapping. These conveyors can be made extremely flexible by diverting from the side, etc.

Specially designed case and can chain conveyors shown in Fig. 10 are ideal for handling all types of beverage and milk cases, more particularly those with false bottoms. Apron conveyors with either wooden or metal slats and pusher bar boosters can be utilized to handle partially any kind of packaged articles, including all the kinds of containers we have been considering here.

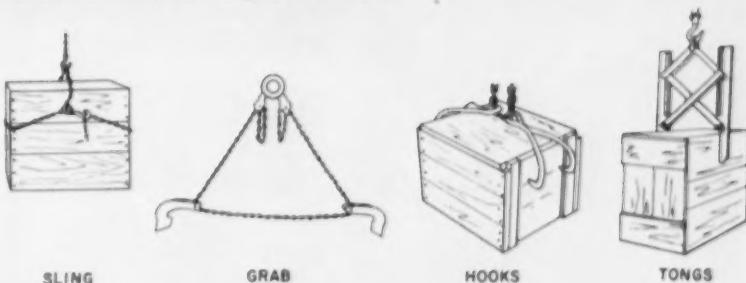
OVERHEAD

Overhead chain trolley conveyors (and belt conveyors hung from the ceiling) are used extensively in bringing empty containers, especially corrugated boxes, to the packaging area of a plant. They make full use of "air rights" and do not interfere with other traffic flow. This principle also is illustrated in Fig. 10.

TRANSFERRING EQUIPMENT

Instances where containers of this group are handled by monorails require below-the-hook attachments. As mentioned above this is not a usual operation, but there are such devices available if they are needed, as shown in Fig. 11.

FIG. 11—BELOW-THE-HOOK DEVICES PRIMARILY FOR WOODEN BOXES AND CRATES



SELF-LOADING EQUIPMENT

As mentioned above, boxes and crates fall in so naturally with unit-load handling that we shall not take time here to discuss how such units are picked up, transported, tiered and set down by equipment of this type.

However, a more recent development has been to utilize high-lift fork trucks to handle boxes and crates singly and in multiple units without such carriers as skids and pallets. Sound reasoning has prompted this tendency because it offers both economic and operational advantages. The secret underlying the success of such operations lies in the selection of the proper attachment to handle the kind of container required by the situation.

The attachments now on the market are being added to constantly by still more ingenious devices. As shown in Fig. 12, some of the clamps practically universal in their application, although special surfaces such as those made of rubber can be secured where delicate containers are to be handled. It is essential that the pressure be regulated according to the crushability of the packages. The captions under the various sketches are sufficiently descriptive to indicate those devices which are intended exclusively for wooden boxes and crates, and those which are designed for use with corrugated and solid fiberboard cartons.

This relatively new technique deserves the careful consideration of any one who has a volume of boxes and crates to handle, especially when tiering and transportation are both included in the cycle of operations.

Both side and end-loading trucks are engaged in transporting unit loads of boxes and crates. However, the technical phases of such handling assignments are not difficult and the reader will find sufficient information on how they are set up by referring to the January, 1956, issue of *DISTRIBUTION AGE*.

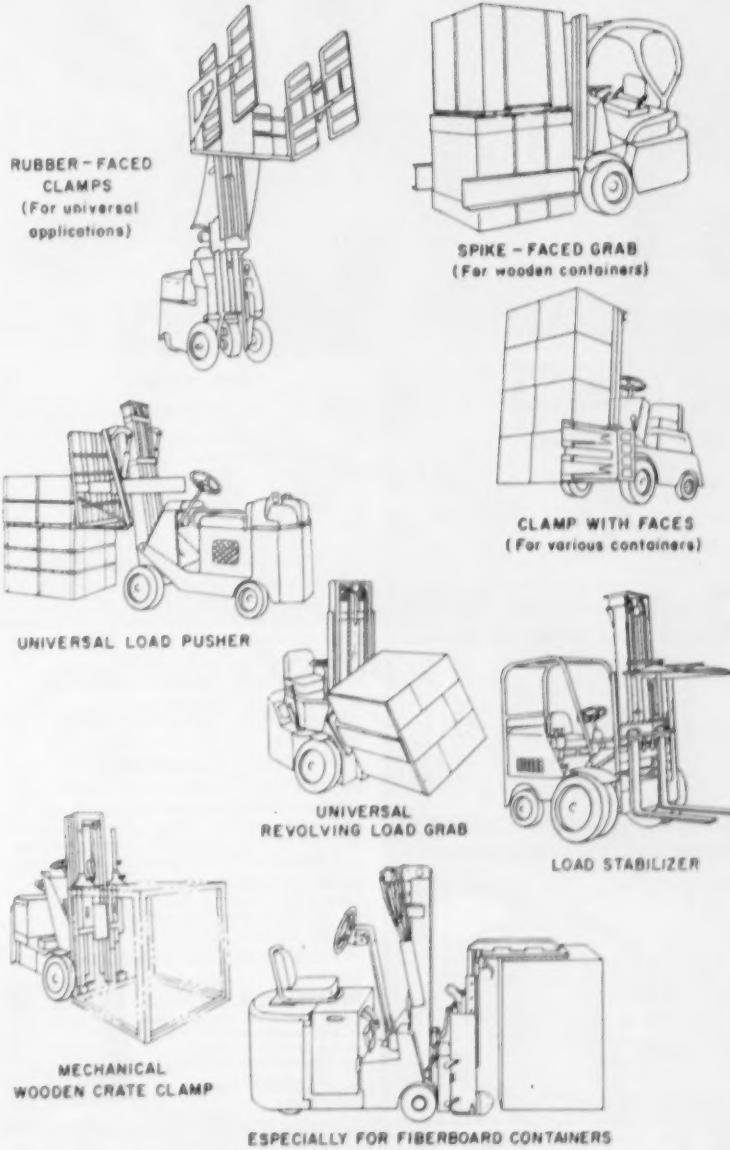


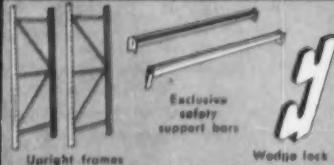
FIG. 12—FORK TRUCK ATTACHMENTS FOR HANDLING BOXES AND CRATES

BAUER & BLACK
Division of The Kendall Co., Chicago

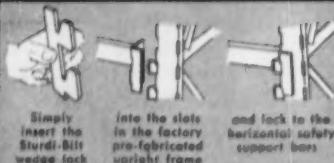
"Our Sturdi-Bilt Adjustable
STORAGE RACKS*
will pay for themselves
in only 15 months!"



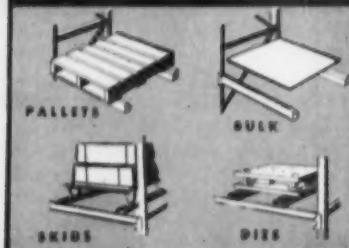
Only 3 Basic Parts



WITH EXCLUSIVE
Float Wedge Construction



Instantly Interchangeable for



Sturdi-Bilt

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2501 Peterson Ave., Chicago 45, Illinois

Dept.
DA 12

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... Warehousing

(Continued from Page 31)

often and in small quantities, with the assurance of sufficient stocks of goods close at hand.

Under the spot stock and accredited list system there is no risk to the manufacturer. As long as the goods are in the warehouses they are his property. When the goods are delivered by the warehouseman, the manufacturer receives a report of the transaction and invoices them to the dealers or wholesalers without delay. Goods do not leave the warehouse until the dealers are prepared to make payment to the manufacturer on his usual credit terms.

System Advantages

When the delivery services of general merchandise warehouses are used as a part of a scheme of radial distribution, the following advantages accrue to the manufacturer:

1. Markets may be supplied with goods which have been placed at their approximate sales destination before the sale is made to the retailer or wholesaler.

2. Dealers always have goods on hand, or easily obtainable.

3. There is no need to consign stocks to wholesale or retail outlets with consequent risk of loss to the manufacturer.

4. Large open accounts are avoided, because dealers obtain the goods when they want them for immediate resale. This promotes dealer and manufacturer stock turnover. Orders come to the warehouses and stocks are depleted only as the goods are sold by the dealers—not on their estimates as to possible future demands.

5. The manufacturer has definite and absolute control over his sales. His sales figures are not inflated because his goods are not withdrawn from the warehoused stocks until sold to wholesalers or retailers. At this time they may be invoiced outright by the manufacturer.

6. All shipments from plants are made in carload or truck-load lots.

The transportation savings arising out of public merchandise warehouse use are largely based on two things—the spread between carload and less-than-carload freight rates and the spread between through freight rates and the combination of two or more local rates.

Carload vs. LCL

The difference between carload and lcl freight rates may be eliminated through the use of pool or consolidated cars. Items of general merchandise which take the first class rating when shipped in lcl lots often take third class or lower ratings in carload quantities.

Often it happens that in pooling several long-distance shipments of a commodity into one carload, then consigning the car to a public warehouse for local distribution in lcl lots by rail or motor truck, the difference in freight charges is enough to pay all warehouse charges and leave a margin of unexpected profit.

Use of public warehouses for distribution of pool and consolidated cars has been increasing since many railroads have liberalized their "stop-in-transit-to-partly-unload" service.

In addition to the actual savings in freight charges there also is a considerable saving of time in shipping by carloads to general merchandise warehouses for distribution. Delays in transit, to which lcl freight is subject, are avoided. Also, loss and damage claims may be reduced. Carloads are handled a minimum number of times, reducing the possibility of damage in transit, pilferage, and exposure.

Most public warehousing is not an additional service performed at an additional cost to the ultimate consumers, be they industrial or household. It is a series of services economically carried out in place of services that would otherwise be performed for them by other agencies at higher costs. *

(Resume Reading on Page 32)

DECEMBER, 1956

Weather's little problem...

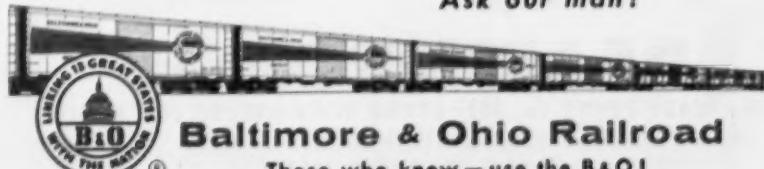


and your LCL gets "babied" on B&O

Despite hazards of bad weather, B&O Time-Saver Service is geared to meet schedules quickly and safely. In addition, it offers the *plus* advantages of rail dependability and careful LCL handling. B&O figuratively "babies" your LCL. That's why it *pays* you to ship less-than-carload freight via B&O Time-Saver!

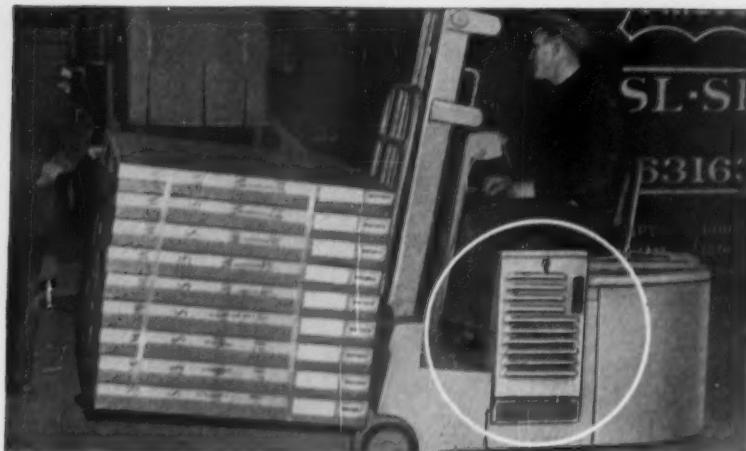


Ask our man!



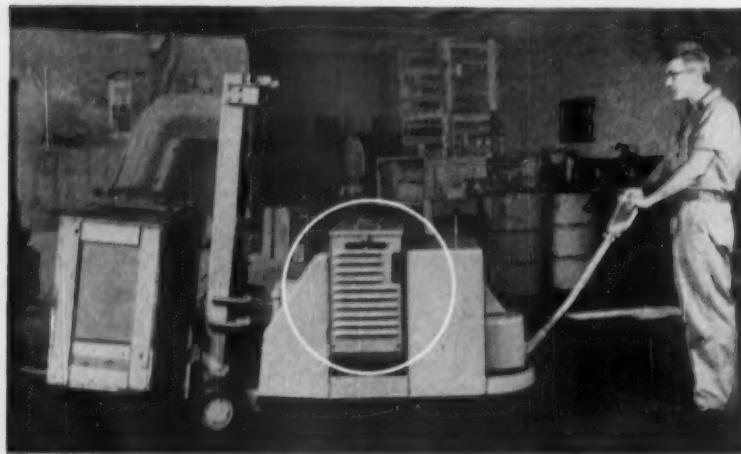
Baltimore & Ohio Railroad

Those who know—use the B&O!



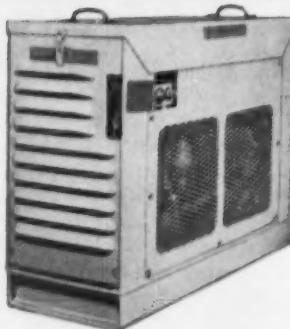
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... of Wine

(Continued from Page 34)

applied with care to provide uniformity. Fasten old boxes securely so that they will not fall and expose boxes of upper layers to the full impact of the end wall.

Good end-wall cushioning also can be provided by the use of special pads. They should be carefully arranged to provide an even, uniform surface for the stacks of boxes. Properly arranged excelsior pads can provide good end-wall cushioning. Pads should not be applied in such a way that they may shift, causing unevenness and areas bare of protection.

Retaining Paper

Another step in the preparation of a car is the installation of retaining or bonding paper. Its use, it is believed from results of the survey, generally is recommended. While there are some instances where it may not be required, there are many more cases where its help is important.

The boxes encompassed by retaining paper tend to act as a unit rather than as independent boxes and, therefore, can resist more effectively many of the lengthwise, horizontal forces which normally might cause damage to individual boxes.

In addition, retaining paper prevents the rising of boxes and reduces the possibility of boxes falling into end voids which might develop during transit. The cars showing excessively high breakage usually show evidence of a shift in lading in one direction, the consequent formation of a void, the falling into the void of loose boxes, and the crushing of these boxes when a shift occurs in the opposite direction.

Retaining paper should be used particularly with small boxes, with tall boxes having relatively unstable bases, and with boxes which do not lend themselves to block plans, such as square boxes.

The shipper is advised to choose retaining paper that is wider than half the width of the widest car commonly used. Rows of cases along each side of the car should

be entirely covered, even if the center portion of the load remains uncovered.

The boxes that are in the most vulnerable position are those in the top layer of the stack against the end wall and adjacent to the side walls.

Starting the retaining paper three feet under the stacks along the end wall will provide enough weight to hold the paper in position. The number of boxes encompassed by the first cap of retaining paper should not be so large that the paper cannot be held taut during the loading and transit. The shipper is warned not to cover more than one block under a single cap of retaining paper.

Doorway Protection

One of the important phases of wine shipping is doorway protection. Shippers, however, have found no need for such protection when refrigeration cars are used or when the doorways have been stowed as tightly as they should be.

However, in the case of box cars, there is need for doorway protection to keep the boxes from shifting into car-door recesses. Wine shippers have found that $\frac{3}{4}$ -in. steel strapping or wooden gates may be used. They also have learned that it is advisable to use a horizontal steel strap as near as possible to the center of every layer of boxes.

Although strapping heights are dependent on the sizes of boxes to be employed in the doorway, it frequently works out most satisfactorily for wine boxes to have their first strap at 6 in. above the floor and subsequent straps at 11-in. spacings. The best procedure for covering straps has been to line the entire width of a door with a corrugated sheet cut large enough to cover both the door area and raw ends of strapping along the door frame.

When using wood in place of straps, it is advisable to build a wooden gate to be recessed into the doorway area. No part of the gate should protrude beyond the inside of the car wall and all slats should be covered with corrugated

(Please Turn Page)

How to diagnose and cure...

OBSOLESCENT STOCK



SYMPTOMS: Dull, shopworn, outdated stock sitting in warehouses and in back rooms.

CAUSE: Over-stocking because of obsolescent shipping habits that keep products in transit when they should be on the counter.

CURE: A steady diet of fresh air supplied by SLICK. Speedy air shipment often at lower-than-surface rates moves products over the counter... faster... and when prices and sales enthusiasm are at their peak!

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Pioneering the MODERN PACE in transportation!

The miracle of electronics makes its contribution to Mo-PAC's modern pace.

Centralized Traffic Control systems make it possible to "see" and control the movement of trains 100 or more miles away... *Train Radio* affords cab-to-caboose and train-to-train communications as well as constant contact between train crews and wayside stations. You'll also find *Walkie-Talkie* in M-P freight yards to slice handling time of freight cars.

These are but a few examples of Mo-PAC's ceaseless search for ever newer ways to improve for shippers and travelers what is already the finest transportation service in the West-Southwest.



... of Wine

(Continued from Preceding Page)

board. The use of wooden strips merely nailed to the inside of the car wall is not recommended.

Height of the Stacks

Before beginning the actual stowing of boxes in a car, it is necessary to gain an idea of the height of the stacks required to take care of the total order to be shipped.

To illustrate the calculation of the average stacking height for a typical wine car and the choosing of a storing plan, it may be taken as an example that a given winery has cases of the following dimensions:

Size	Bottles per Case, doz.	Dimensions, Outside, in.	Cu ft Per case
Gallons	1/2	13 1/2 x 13 1/2 x 13 1/2	1.428
Halfs	1/2	16 1/2 x 11 1/2 x 12 1/2	1.313
Quarts	1	13 1/2 x 11 1/2 x 12 1/2	1.220
Fifths	1	13 1/2 x 10 x 11 1/2	0.901
Pints	2	16 1/2 x 13 1/2 x 9	1.132

If the following typical order were scheduled for shipment, the total order could be calculated as follows:

Units	Cu ft	Total cu ft
400 Gallons	1.420	568.20
325 Halfs	1.313	426.72
300 Quarts	1.220	366.00
300 Fifths	0.901	270.30
120 Pints	1.132	135.84
Total Volume	1767.06	

If the car to be used is a refrigerator car with one bunker collapsed, the floor area will be 36 ft x 8 ft 3 in. or 297 sq ft. The average stacking height is determined by dividing the total volume of the order in cubic feet by the floor area of the car which is in square feet. In other words 1,767.06 cu ft divided by 297 sq ft equals 5.95 ft. Any cases in this order (with the exception of pints) should be stowed 6 ft high to comply with this average height of 5.95 ft.

Straight Stowing

Straight stowing is the simplest method. It consists of stacking all cases in one direction (usually lengthwise) throughout the car, layer on layer with no attempt to block or stagger them.

The resulting load consists of

stacks of cases with no interlocking of layers or rows. Straight stowing sometimes can be used satisfactorily when all boxes in a car are the same size and when, by chance, they have a snug fit across the width of the car.

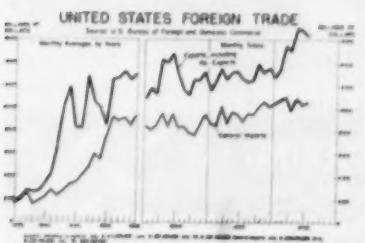
Straight loading permits little retarding action to the movement of boxes and does not build stability into a load. Formerly, straight loading was used extensively with square boxes whose dimensions did not permit the formation of interlocking units. Dummy boxes now may be employed with square cases (for example gallon cases) to permit interlocking.

Block Stowing

The use of block stowing plans, such as lengthwise-staggered loading and the various interlocking unit plans, is highly recommended for wine cars because the cars generally move long distances and the lading consists of many varying sizes and shapes of boxes. A block in carloading practice may be defined as an arrangement of boxes so worked out that a tight fit of boxes across the width of a car may be obtained. As the layers of the block are built up, each layer arrangement of the boxes is reversed so that a tie-in or brick wall effect is consummated and a stabilizing action results.

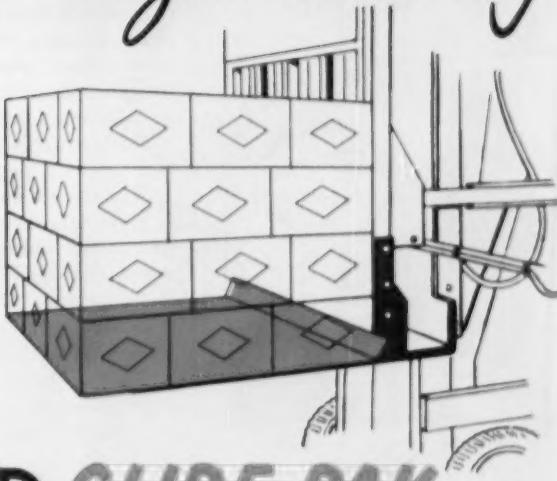
It is possible to build up different standard bonded block patterns, depending upon the dimensions of the cases to be used. All of the patterns have the primary objective of tying or bonding a large number of boxes together so that the combination works together to resist distortion and movement within the load during transit. *

(Resume Reading on Page 35)



DECEMBER, 1956

NEW AID to Unitized Handling



MEAD GLIDE-PAK Disposable Pallets

MEAD
board



Poke-Pak designed and proved as the perfect base for unitized loads of bagged materials.

This latest pallet of Mead Chestnut fibreboard is designed for use with push-pull fork truck attachments. It's tough, rigid, hard and light; supports and protects any load. Handles most materials that can be palletized; and is especially suited to multi-stacking cartons. By spot-gluing containers on Mead disposable Chestnut Glide-Pak or its companion pallet Poke-Pak, you end slow expensive handling of individual packages, and can fill a car in one to two hours. These disposable pallets protect bags and cartons; make lining of cars unnecessary. Truly the ultimate in unitized load handling!

FREE CONSULTANT SERVICE upon request; carloading diagrams, bag patterns, samples.

FREE BOOKLET "Save with Unitized Loads," yours for the asking.

THE MEAD CORPORATION
Sales Offices: Mead Board Sales, Inc.

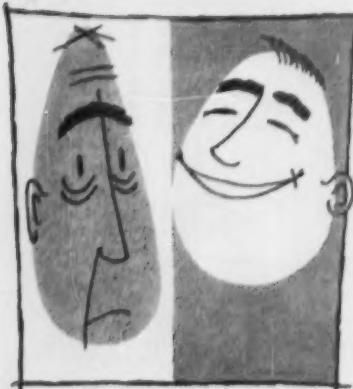
LYNCHBURG 2, VIRGINIA
CINCINNATI 9, OHIO
CHICAGO 30, ILLINOIS
NEWARK 2, NEW JERSEY
DETROIT 35, MICHIGAN
BOSTON 15, MASSACHUSETTS

River Road
3347 Madison Road
6124 N. Milwaukee Ave.
10 Commerce Court
18045 James Couzens Hwy.
42 Leon Street

COST SO LITTLE THEY'RE EXPENDABLE

Circle No. 13 on Card, Facing Page 49, for more information

WHICH TRAFFIC MANAGER NEEDS THE ASPIRIN?



Mr. Bones

Mr. Jones

Mr. Jones has no headaches—he knows San Francisco Warehouse will handle his storage and distribution problems on the West Coast! Save on your aspirin bills—contact us or our representatives today.

- 50 years as Pacemaker of Pacific Coast Warehouses
- Over 500,000 square feet storage area
- Sprinklered or Electric Fire Detectors
- ADT Supervised
- General Merchandise, U.S. Customs and Internal Revenue Bonded Storage
- Office accommodations and Telephone Service
- Pool Car Distribution
- Permitted City Carrier
- Bonded Draymen
- Private RR Sidings
- Reciprocal Switching



SAN FRANCISCO WAREHOUSE CO.

MAIN OFFICE:

605 Third Street, San Francisco 7, Calif.
Telephone: SUtter 1-3461

NEW YORK REPRESENTATIVE:

Distribution Service, Inc., 2 Broadway
Telephone: Bowling Green 9-0986

CHICAGO REPRESENTATIVE:

Distribution Service, Inc., 251 East Grand
Avenue Telephone: SUperior 7-7180

... for Military Shipment

(Continued from Page 37)

can both before and after lidding.

Empty cans reach the packing station and drop to a loading table. Here, packers, working both sides of the line, place one Grade A-wrapped bearing to a can. Cans move along a belt to a lidded.

No vacuum is pulled on the can. The Grade A paper-wrapped bearing is merely cushioned in Grade A dunnage, then packed one to a can. After lidding, cans are picked up by the same hook conveyor.

Packaging of open bearings follows more closely the food industry technique.

Process begins when bearings, from Inspection, are routed thru a demagnetizer, then thru two cleaning tanks. Finally, one open bearing is placed in a single can. Cans are delivered to the station via overhead hook conveyor.

Cans process through a six-spigot filler.

Filled, cans move to a sealer, then are conveyor-lifted to painting.

All three lines process through the same 10-ft. long trichlorethylene vapor tank, which removes spilled grease from cans prior to painting. Cans are dip-painted. Suspended from their hooks, they pass thru a dip tank, the conveyor moving 16 fpm. From the dip tank, conveyors move through individual banks of infra red Chromalox dryers. Out of the dryer, cans pass a printer which codes them and imprints instructions.

Printed, canned bearings are packed 27 cans to a corrugated carton. Canning by-passes wax-dipping, necessary when foil wrapped bearings were headed for humid overseas bases. Further, no special precaution need be taken for cold weather destinations. *

(Resume Reading on Page 38)

PENCO LIGHT WEIGHT MAGNESIUM TRUCK RAMPS

FOR LOWEST
COST TO....

SAFETY

FOR EVERY LOADING
and
UNLOADING NEED

SIMPLIFIED DESIGN

ALL WELDED

STURDY CONSTRUCTION

Built like a bridge, heavy
Side & Center Trusses

- One Man Operation
- Safety Side Rails
- Safety Curb Ends
- Saves Tires & Equipment
- Safety tread: non-skidding
- Full range locking device
- Full length hand grips
- Saves man power; reduces
accidents; speeds-up
all dock operations



COAST TO COAST DISTRIBUTORS

PENCO ENGINEERING CO.

25 California Street, San Francisco 11

Circle No. 14 on Card, Facing Page 49, for more information

... Storage

Continued from Page 58

equipped with specially constructed hangsets which enable one man with a fork lift truck to store meat.

The two other rooms are normal refrigeration rooms for storing goods at -30 deg C (-22 deg F) and are chilled by means of pipe grids on the walls with air circulating by convection. Capacity of these rooms is 25,887 cu ft.

On the second, third and fourth stories, each of which comprise nine rooms with a total storage capacity of 155,391 cu ft, goods can be warehoused at required temperatures to -35 deg C (-31 deg F) by either forced air draught or only by convection.

The fifth story is for quick freezing fruit and vegetables in tunnels.

The refrigerating machinery, consisting of eight compressors, has a total capacity of 5,560,000 Btu/hr/ -10 to $+20$ deg C ($+14$ to $+68$ deg F) equal to 460 tons of refrigeration. Ammonia is the refrigerant and the cooling systems are of direct expansion type. Three evaporating lines are used and each room and each compressor can be put onto any of the expanding lines, which are for -10 deg C ($+14$ deg F), -25 deg C (-13 deg F) and -40 deg C (-40 deg F). The -10 deg C line is also used for working in two stages as second stage suction in connection with the ammonia intercooler.

By concentrating all control valves and apparatus in the engine room, leakage in the building has been reduced to a minimum.

In addition, a main switch board and switch desk with electric resistance temperature indicators for all rooms are located in the engine room. Fans can be switched on and off from the central controls with lights indicating those in operation. Temperature in the basement fruit storage is controlled automatically by magnetic fan switches and magnetic valves for ammonia lines. *

(Resume Reading on Page 59)

DECEMBER, 1956

The MHS Overhead Tow Conveyor is 2552 feet long, runs at a normal speed of 100 feet per minute.

Groceries are palletized, are loaded and unloaded from the moving conveyor line by fork truck.



TRUCKS

4 Million Pounds a Day is "Just Routine"

for this food warehouse with MHS Tow Conveyor

A mountain of dry groceries—4 million pounds a day—moves swiftly and easily through this efficient warehouse.

The MHS Tow Conveyor is the key to order and efficiency here. It sets the work tempo. It simplifies the system. It takes the place of many men and machines, freeing human labor to do the tasks which require intelligence. It ends confusion, minimizes damage to merchandise.

It costs less to handle groceries in this warehouse, and the money saved is a real competitive advantage to this grocery chain.

Lowered costs in your warehouse, too, can be attained through mechanized handling with an MHS Tow Conveyor. Let us study your problem and make recommendations. Call in the MHS engineer today.



**Mechanical Handling Systems Inc.
AND SUBSIDIARIES**

Manufacturing Engineers

4636 Nancy Ave., Detroit 12, Michigan

Offices in Principal Cities

FACTORIES: Detroit, Mich. • Fairfield, Iowa • Albany, N. Y. • Windsor, Ontario

Circle No. 15 on Card, Facing Page 49, for more information

All Delta Flights Carry airFREIGHT



Serving 60 Cities in
7 Countries

Leading companies in nearly every field have learned how to improve distribution, build sales and cut costs with Delta airFREIGHT. Find out what flying freight can do for you, how to "air" your shipping problems. For answers to specific questions—or complete shipping analysis, free—call your local representative of Delta airFREIGHT. Or write to:



Formerly Operating as Delta-Co

airFREIGHT Dept., Atlanta Airport,
Atlanta, Georgia

**newly
introduced
model**

VH4

WISCONSIN ENGINE



Write for complete data
on this great new engine
... Bulletin S-196.



WISCONSIN MOTOR CORPORATION
MILWAUKEE 46, WISCONSIN

World's largest builder of heavy-duty air-cooled engines

Coordinating Trailership . . .

(Continued from Page 54)

efficiency and a greater volume of business in pickup and distribution; which constitutes the basis for the improvement of service, profit and labor relations.

4. Enable operators to interchange trailers with operators in areas of opposite terminals for delivery of such trailer loads, and pickup of loads for the return of trailers to their operating base.

5. Relief of operators from the hazards to the safety of their lading, equipment, and men while on the long haul.

6. A better and more dependable service to shippers and their consignees through the elimination of road hazards—bad weather, highjacking, accidents—and other forms of delay, damage or loss.

7. Reducing and confining wear, tear and obsolescence to productive operations.

8. Reduction of insurance rates.

9. Elimination of the complicated, confusing and uneconomic rate structures, currently used, in favor of a flat charge per trailer regardless of size or weight. These rates can be considered as a division of the through rates of the truck-trailer carriers.

The ships will not be compelled to establish tariff publications so long as the charges come within the economy of the rate structures of the trailer operators. Thus it simplifies contracting, paying and collecting for ship services through space reservations, which is of importance to all concerned—including the ICC and other regulatory bodies.

Contained Merchandise

The type of lading that is gaining daily in such volume as to set the standard for almost all freight shipments, is contained lading—which now has been started in the form of trailers. Transportation of contained property is the safest, surest, most economical and efficient manner of implementing the total transportation system. It permits total movement from origin to destination under one responsibility for loss, damage, or pilferage, and minimizes physical operations in favor of quantity production.

The bodies, or "boxes," mounted on the trailer chassis are containers of the goods to be transported. If these boxes or containers were readily detachable from the trailer chassis, the operators would gain additional benefits. It would enable them to increase their volume of business by using the trailer chassis for hauling additional demountable bodies and/or containers.

Trailers cannot produce their potential income while being used for storage, any more than rail freight cars or ships in dock. Railroads exact demurrage charges if freight cars are not unloaded and released for another service. Ship owners are striving for ways and means to overcome the costliness

of loading and unloading and to speed up their turn-around time; not only to save the costly dock charges, but to produce more income by being in motion with loading aboard.

One of the troubles with the railroads has been the fact that the average freight car has been in motion only one and one-half out of 15 days.

Therefore, demountable bodies, and/or containers which do not represent the mobile or earning equipment, soon will replace integrated trailer assemblies for transport.

Demountable Bodies

The transport of trailers must give way to the transport of demountable bodies and/or containers because,

1. Ships can accommodate a far greater number of demountable bodies or containers than entire trailer units, and thus enhance its economy.

2. It is a flagrant waste to ship the trailer chassis which is idle and non-productive aboard ship.

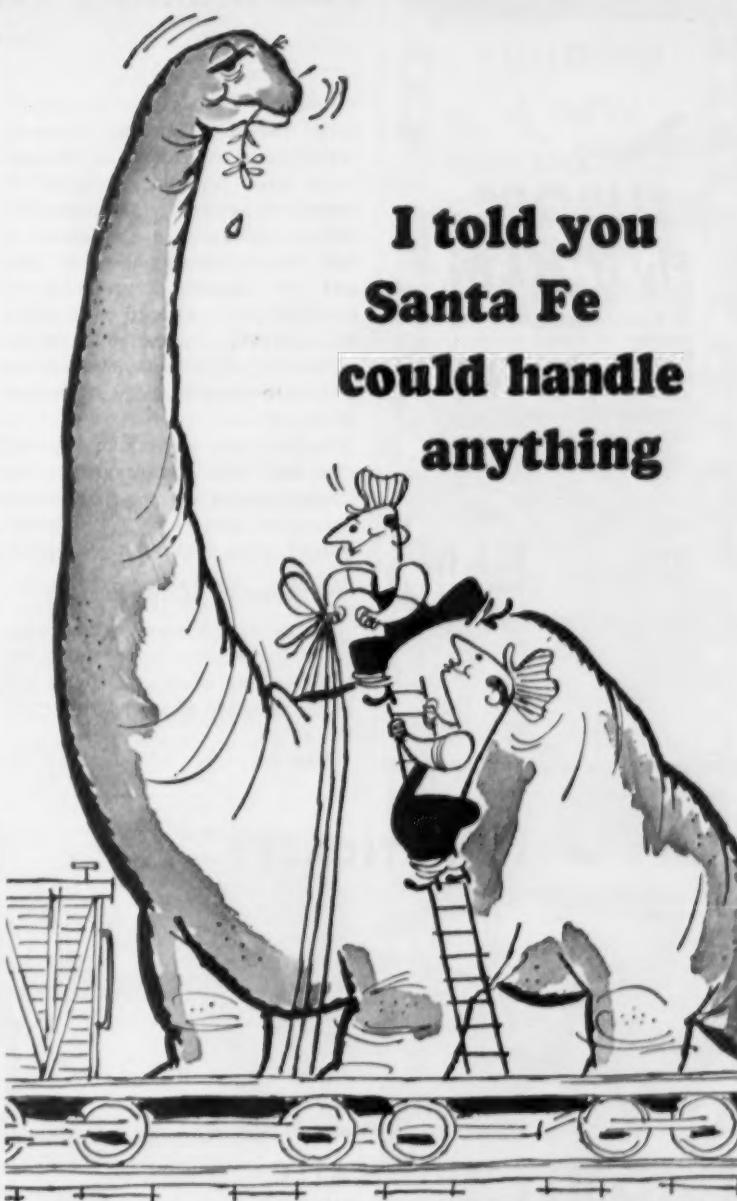
3. Trailers, like tractors, are producing income only when they are rolling on their wheels. Loading, unloading and transport via ship is chargeable to the loss of productive time.

4. Demountable bodies and/or containers can be loaded and unloaded by shippers and consignees without holding mobile equipment in idleness.

The use of containers is not new. There is plenty of technological know-how to implement their usefulness in whatever way may be desired. Containers have not been put to the proper use heretofore because the concept of interpenetration of traffic has been precluded by the lack of a transportation policy to guide the carriers into the coordinated operations.

Loading and unloading, whether the entire trailer, demountable boxes or containers, presents no problem. It will not be a problem if approached with an understanding of the principles of service, rather than a purely technical or traffic concept.

(Please Turn Page)



**I told you
Santa Fe
could handle
anything**

When your shipping problems begin to look like a monster call Santa Fe.

Put our staff of freight experts to work for you and find out how well Santa Fe can handle anything that needs to be shipped to or from points in the West or Southwest.



There are 60 Santa Fe Offices from 'coast-to-coast' with one in your territory as near as your telephone. Call today.

Coordinating Trailership . . .

(Continued from Preceding Page)



EUROPE Fly it KLM

23 flights a week, including regular all-cargo carriers, from New York via Amsterdam—most modern air gateway to all Europe. Greatest air cargo capacity in Europe.

WORLD'S FIRST AIRLINE

Air Cargo Leader across the Atlantic

See Your Forwarder or any KLM Office



Common carriers of contained goods for other common carriers is the proper classification of ships to be used for the transport of contained property. Demountable bodies and separate containers that are standardized as to size and for nesting in relation to truck-trailers, railroad cars, ships and aircraft, are the common denominator of a complete system of transportation and distribution of the whole.

To this end, the trailership service can offer advantages to the common motor carrier that cannot be ignored, and which would be embraced with astonishing alacrity.

Economy vs. Speculation

If trailership services are dedicated to the best interests of the truck-trailer economy, there will be no question about patronage of the ships.

The assurance of the ships' op-

erating economy lies in carrying full capacity loads at minimum expense of loading, unloading, and turn-around time. The evidence of this assured patronage must be expressed in terms of ship space reservation contracts, wherein the truck-trailer operators obligate themselves for enough spaces for the full capacity of the ships' spaces for every trip.

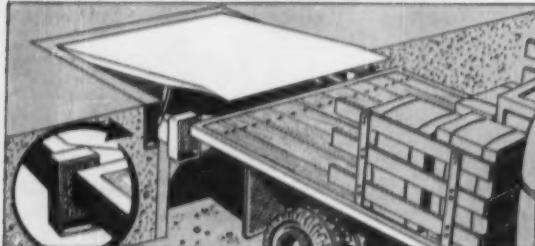
Trailer operators will do this for as much as a year in advance for two reasons that are of primary and mandatory concern:

1. This assures the operators of the economic stability and continuous services of the ships.

2. The operators can reshape their own operating economy with full dependence that their tractors can be used for more pickups and delivery by being released from overland haul.

These contracts can be negotiated with the trailer operators

SAFE AUTOMATICALLY



RITE-HITE

AUTOMATIC TRUCK RAMP

- **NO ATTENDANT NEEDED.** Automatic leveling of ramp removes "human element" and chance of accidents.
- **NO HEAVY ARMS OR LEVERS.** Possibility of strains and ruptures eliminated. The truck does all the work.
- **NOTHING PROJECTS ABOVE DOCK FLOOR** to trip walkers or damage fork trucks.
- **UNBALANCED 20,000-POUND LOADS CARRIED SAFELY.** Rite-Hite platform supports capacity 20,000-pound load.
- **NO COMPLICATED MECHANISM OR CONTROLS** to fail and cause trouble. Rite-Hite has simple, precision counterbalancing.

For automatic safety, for automatic savings—investigate Rite-Hite first. Write today for details, Dept. D-12a.

LOOMIS MACHINE COMPANY
133 East Fourth St., Clare, Mich.

**RITE-HITE
DIVISION**

Circle No. 17 on Card, Facing Page 49, for more information
76

Swing-Shift
HYDRAULIC FORK CONTROL
SAVES YOU 18%
in Operating Costs

SWING AND SHIFT
NOW!

**FACTORY OR FIELD
INSTALLATION KITS**
for 3000 to 20,000 lb. Trucks

SWINGS and SHIFTS speeds carloading up to 28%. Less damage to loads and fragile merchandise.

SWINGS and SHIFTS loads quickly into exact alignment without moving truck from original approach.

Operator **SWINGS and SHIFTS** loads (forks) while truck is moving—eliminates all lost motion.

Swing-Shift MFG. CO.
P. O. BOX 111-9

Circle No. 18 on Card, Facing Page 49, for more information
DISTRIBUTION AGE

before ship service is established by enlisting the trailer operators in a pre-study to ascertain the criteria for such a service, its proper implementation, and establish the ships' operating economy.

As a common carrier of contained merchandise for other common carriers, these contracts for space reservations on the ships are in the same class as passenger reservations on common carriers.

These reservations should not be made with a selected few of the common carrier trailer operators which might connotate a violation of the public interest. They should be apportioned among successful common carrier truck-trailer operators until there are enough ships in the service, and the available ship spaces and the demand for them approximate a common level.

There need be no element of speculation in the establishment of a ship service for transporting truck-trailers and their containers if the trailer operators are approached and consulted in behalf of a service, rather than a ship-

ping promotion. The advantages of such trailerships to the trailer operators and to the transportation economy are so real that the capital cost, and a pro forma income and expense statement could be readily and accurately determined.

These are the assurances of permanency as an independent part of a total transportation and distribution system through the operating integration of different forms of carriers without costly and futile competition for traffic. It is the shipper who decides how his shipments should be carried. He makes his decisions on the basis of speed, efficiency, and cost, at the level of his requirements.

Therefore, permanency and dependability of the service as a recognized independent part of transportation of the whole is all that is needed to underwrite the economy of the ships' operation and a guarantee to the trailer operators of a substituted route for their truck-trailers. •

(Resume Reading on Page 55)

Why Jim Davis Picked
RED GIANT
HAND LIFT
TRUCKS

BOY - THESE
RED GIANTS
SURE HANDLE
WELL!

I'LL SAY! AND THESE TIMKEN
ROLLER BEARINGS ARE SEALED
AND LUBRICATED FOR LIFE!
AND THE HANDLE CAN'T
KICK WHEN LIFTING OR
LOWERING LOAD!

AND LOOK AT THIS RELEASE CHECK -
IT'S A REAL SHOCK ABSORBER TO
PROTECT EVEN THE MOST FRAGILE
CARGO! I CHECKED THEM ALL, AND
RED GIANT HAS THEM ALL
BEATEN!

WRITE IN FOR OUR FREE COMPLETE
TRUCK INDEX OF RED GIANT MODELS
IN OVER 600 COMBINATIONS
OF SIZES AND
CAPACITIES!

REVOLATOR CO.
8706 FERNDALE AVE., INGLEWOOD, CALIF.

Tailor-Made

TRUCK LEASING

YOUR SIZE,
YOUR TYPE,
COLOR, AND NEED

SAVE TAX, CAPITAL,
TIME, WORRY

Lease your Trucks! Send for
"The Modern Way"
Brochure.

write:

National TRUCK
LEASING SYSTEM
Members in principal cities

Dept. A-12, 23 E. Jackson Blvd., Chicago, Ill.



Circle 19 on Card Facing Page 49
DECEMBER, 1956

**BUILDING
A NEW
WAREHOUSE?**

**See Butler's
new planning
film
And Save!**



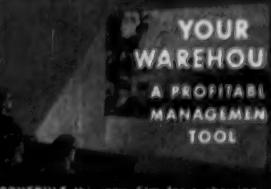
SEE the latest trends in warehouse layout



HEAR about planning tips that cut costs



SAVE through new building methods
that let you build faster, at less cost



SCHEDULE this new film for a showing
in your office soon

Contact your nearby Butler
Builder (listed in the Yellow
Pages under "Buildings, Steel")
or write us.

BUTLER
STEEL PRODUCTS

BUTLER MANUFACTURING COMPANY

7419 East 13th St., Kansas City 26, Mo.

Manufacturers of Steel Buildings • Oil Equipment
Farm Equipment • Dry Cleaners Equipment
Outdoor Advertising Equipment • Special Products

Sales offices in Los Angeles, Richmond, Calif.,
Houston, Tex., Birmingham, Ala.,
Minneapolis, Minn., Chicago, Ill., Detroit, Mich.,
New York, N. Y., Burlington, Ont., Can.

Circle 20 on Card Facing Page 49

Warehouse SPOTLIGHT

Men in the Spotlight

Homer H. Matthews—presented a \$125 bonus by Johnson Storage & Van for 100,000 miles of accident-free driving in the past year.



John E. Flynn (left)—is the new president of Allied Distribution Inc. **W. D. Leet**—served as president for 23 years and now becomes Chairman of the Board. Both men will have their offices in Chicago.

Gustav D. Cederholm—will head the new Prime Distribution Div. of the Ballinger-Meserole Co., of Philadelphia. **Stephen A. Wasser**—appointed to the office procedures section of the same company.

Floyd C. Morrow—appointed director of sales and public relations for the Dean Van Lines, Inc., North Long Beach, Calif.

J. T. Campbell—named general manager of three Seattle warehousing companies and one Spokane firm. Companies are Seattle Transfer Co.; Standard Warehouse Co., Inc.; Standard Transfer Co.; and Riverside Warehouses, Inc.

Herbert E. Walker, Jr.—promoted to vice president and general manager; **Mrs. Marie C. Power**—becomes secretary-treasurer of Binyon-O'Keefe Warehouse Co., Dallas, Tex.

Arthur Clarendon Smith, Jr.—Smith's Transfer & Storage Co.—elected a director of the Washington, D. C., Chapter of the National Defense Transportation Assn. He also was elected first vice president of the District of Columbia Trucking Assn.

Robert J. Williams—transferred to Chicago where he will be sales representative for D. H. Overmyer Warehouse Sales Co.

Collier F. Hendricks—is on special assignment with the International Div. of the Sales Department, Aero Mayflower Transit Co., Inc.

Hercules Pettis—named manager of the Van Horn Transfer & Storage Co., Panama City, Fla.

—DA—

James D. Edgett, president of North American Van Lines, Inc., was elected president of the Household Goods Carriers Bureau at the organization's recent annual meeting in Washington, D. C.

Moving Consultant



Mrs. Bette Somers Malone is congratulated by **L. A. Larimore**, executive vice president of United Van Lines, shortly after he announced Mrs. Malone's appointment as a moving consultant. The new consultant will offer professional advice on moving problems and give the woman's personal touch to the business.

Branch Warehouse



Manning's Warehouse Corp., of Trenton, N. J., has moved its branch from Deal to a new \$100,000 warehouse at 1924 Heck Ave., Neptune, N. J. The main building contains 12,500 sq ft of floor space uninterrupted by posts. Truck and van equipment is housed in a separate garage.

Warehouse Briefs

Long Beach Warehouse No. 4 has been added to the facilities of Signal Trucking Service, Ltd. Located at 1500 W. 8th St. in the California city, it consists of 76,000 sq ft of public utility warehouse space.

Completion of a two year expansion program which included additional space for cold and common storage merchandise has been announced by West Side Warehouses, Inc., New York. At the same time, the company announced appointment of Vincent J. Mollo as general manager.

Riverside Warehouses, Inc., Spokane, Wash., are carrying on a \$75,000 remodeling program. When complete 20 office units for brokers and other customers will be provided.

A 96,000-sq ft warehouse is being constructed in Dayton for The Union Storage Co. The location is a six-acre property on Rosedale Drive. It will be sprinklered and have a 20-ft pile height.

Tampa, Fla., is the site of a new 80,000-sq ft warehouse constructed by D. H. Overmyer Warehouse Co. The one-story building is served by rail and truck facilities. It is sprinklered and has 20-ft ceilings.

The company has also acquired a public warehousing property in Jersey City, N. J. In addition to rail and truck facilities, it has deep-water berths. Literage and barge facilities also are available.

Distribution Service, Inc., has moved its New York office from the Produce Exchange Building to Hudson Terminal Building, 30 Church St., New York 4.

The Hopkins Terminal Warehouse Div. of Minneapolis Terminal Warehouse Co. is operating a warehouse at 600 2nd St. North, Hopkins, Minn. The building, providing 210,000 sq ft of storage space, is of single-story, steel and concrete construction.

Within the



By Leo T. Parker Legal Consultant, Distribution Age



WAREHOUSING

Can an injured employee sue and recover damages based on unsafe equipment furnished by employer?

What is legal negligence of an employer which entitles an injured employee to sue and recover heavy damages based on unsafe equipment furnished by the employer?

Of course, an employer always is liable in damages for injuries or death of an employee caused by the employer's negligence. In order that the employer shall be liable for injuries or death of an employee three essential elements must be apparent:

1. The existence of a duty on the part of the employer to protect the employee;
2. The failure of the employer to perform this duty;
3. Injury to the employee resulting from such failure.

Also, the higher courts hold that the duty of furnishing a reasonably safe place in which to work, reasonably safe appliances with which to perform the work, and reasonably careful, prudent, and competent fellow-servants, is a non-delegable duty of the employer.

On the other hand, as to equipment and appliances, the legal obligation of the employer is met when the tools or equipment furnished are the same as a reasonably prudent person would furnish under like circumstances.

The latest leading higher court decision involving this point of law is *E—Transfer & Storage Co., Inc. v. M—*, 251 Pac. (2d) 1068. The facts are as follows:

An employee, named M—, was 58 years old and had worked for the company for many years. He was classed as a warehouseman or truck driver. Due to his previous experience, he was in charge of unloading the plate glass from a railroad car. The railroad car from which the

glass crates were being unloaded was an ordinary open steel car with steel sides about four feet high on all four sides, usually referred to as a "coal car." It had a flat bed.

The unloading was done by removing an endgate of the railroad car and backing a truck up against the end of the railroad car where the endgate had been removed. The truck was equipped with a winch and a $\frac{1}{4}$ -in steel cable winch line which was looped around the sides of a crate and hooked. The driver started the machinery, dragging the crate of plate glass across the floor of the railroad car and onto the truck.

The end of the cable had been passed from one end to the other in front of a standing crate when the crate toppled over, catching M— between the crate and the side of the railroad car. The crate completely smashed and crushed his head, killing him instantly.

M—'s dependents sued *E—Transfer & Storage Co.* for \$50,000 damages contending that officials of the company were negligent in al-

lowing M— to use the above mentioned equipment to unload the heavy crates of plate glass.

These dependents proved that a trucker, D— W—, used an A-frame mounted truck, which was used to lift crates of plate glass up and over the side of the railroad car. Other testimony was given that prudent and experienced truckers used this overhead lift system for unloading crates of plate glass and other heavy crates from railroad cars.

It is interesting to observe that the higher court held *E—Transfer & Storage Co.* liable in damages to M—'s dependents and said:

"The fact before the jury were sufficient to justify the jury in finding the defendant guilty of negligence in failing to provide a reasonably safe method of unloading the heavy plate glass from the railroad car. Expert witnesses testified that it was an unsafe method. Unquestionably the A-frame method was a safer method. Experienced witnesses testified that it was a safe method and the one generally used."

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For example, in *S—Coat Co. v. L—Warehouse and Distributing Co.*, 126 N. E. (2d) 107, it was shown that a warehouseman used a defective heater in his office. Explosion of the heater caused loss by fire of stored goods.

In holding the warehouseman liable the higher court said:

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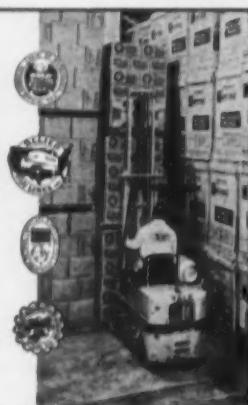
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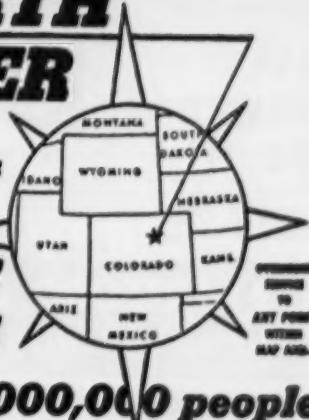
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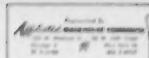
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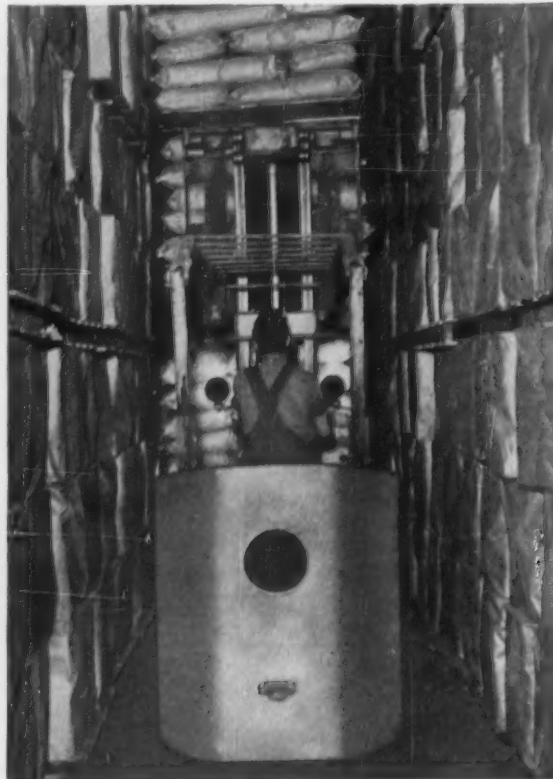
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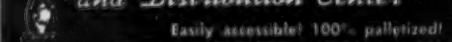


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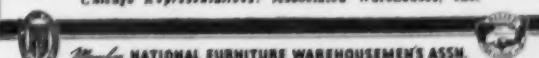
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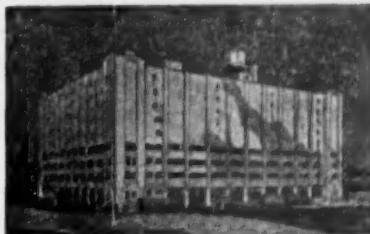
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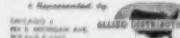
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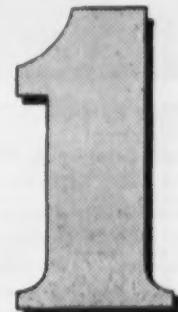
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sprinkler. A.D.T. watchmen.

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facing Page 49 to check your selections

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Whse #2

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Household Goods

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 New York—Chicago—San Francisco

Package Protection . . .

(Continued from Page 39)

pack, 33 per cent in over-all packing costs, and 31 per cent in shipping container tare weight.

All the wirebound crates were engineered with sturdy bases to carry the heavy concentrated loads. Some special blocking is attached to the crate by the manufacturer and heavy wooden members are used for further special interior packing to prevent the window counters from shifting or tipping during handling and shipment.

A single one-piece wirebound wrap-around mat that comprises the four sides of the crate is used for the smallest counter. Two wirebound half-mats, each comprising one end and one half of each side of the crate, are used to pack the larger models. The half-mats are joined and closed with twisted wire closures where they meet at the middle of each side of the package.

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(Resume Reading on Page 40)

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 Represented By
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 New York—Chicago—San Francisco

Know Your "MARKS"?

(Continued from Page 59)



How They Were Altered (See Page 59)

1. Stipple background added;
2. Placed in horizontal position;
3. Arrow replaces Air Line;
4. Wing silhouette altered;
5. B & M intertwined;
6. Scallops added;
7. Outer line added, inner line deleted;
8. Solid frame two sides;
9. Unchanged;
10. Inc. changed to Co.;
11. Ribbon design changed, foliage deleted;
12. Reverse color.

and Firms are Arranged Alphabetically

GREEN BAY, WIS.

LEICHT TRANSFER & STORAGE CO.

1401-55 S. STATE ST. • GREEN BAY • WIS. •



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Transit Storage
Household Goods Storage
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Storage
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Stevedore Services

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Public Bonded
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Modern Handling Equipment
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MOST MODERN

AT—HANSEN STORAGE OF MADISON INC.

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DECEMBER, 1956

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Index of 1956

General Advertisers

A

Acme Steel Co., Dexion Div.	21
Aero Mayflower Transit Co., Inc.	24
American Airlines, Inc.	4-5
American District Telegraph Co.	18
American Engineering Co.	
American Metal Products Co., Storage Rack Div.	
American Trucking Associations, Inc.	2
Atlas Van-Lines, Inc.	Third Cover
Automatic Transportation Co.	

B

Baker-Raulang Co.	1
Baltimore & Ohio Railroad	67
Barrett-Cravens Co.	
Bethlehem Steel Co.	
Boroughs Mfg. Co., Sub. American Metal Products Co.	
Brooks & Perkins, Inc.	
Brown Trailers, Inc.	
Buda Div., Allis-Chalmers Mfg. Co.	
Butler Manufacturing Co.	77

C

Central Motor Lines	20
Chattanooga Warehouse & Cold Storage Co.	
Clark Equipment Co., Ind. Truck Div.	
Colsen Corporation, The	
Consolidated Freightways, Inc.	

D

Delta Air Lines	74
Denver Chicago Trucking Co., Inc.	Second Cover
Denver & Rio Grande Western Railroad	26
Dodge Div., Chrysler Corp.	
Durable Mat Company	

E

Eastern Express, Inc.	
Eaton Manufacturing Co.	25
Elwell-Parker Electric Co.	
Equipment Manufacturing, Inc.	
Exide Industrial Div.—The Electric Storage Battery Co.	9

F

B. F. Goodrich Tire Co., a Div. of the B. F. Goodrich Co.	
Greyvan Lines, Inc.	10

H

Harborside Warehouse Co., Inc.	Back Cover
Hough Co., The Frank G. Hyster Company	

I

Inland Wire Products Co.	
International Harvester Co.	

J

Jeffrey Manufacturing Co.	
K	

KLM Royal Dutch Airlines	76
Kelley Company, Inc.	

L

Lamson Mobilift Corp.	
Lehigh Warehouse & Transportation Co.	
Lewis-Shepard Products, Inc.	
Lift Trucks, Inc.	
Link-Belt Company	22

Loomis Machine Co.	76
Luria Engineering Company	

M

M-H Equipment Company	
Magline, Inc.	

Magnesium Co. of America, Mats Hdqrs. Div.	11
--	----

Magnesium Co. of America, Tabey Aluminum Div.	27
---	----

Mason & Dixon Lines, Inc.	
---------------------------	--

Mead Corporation, The	71
-----------------------	----

Mechanical Handling Systems, Inc.	73
-----------------------------------	----

Mercury Manufacturing Co.	
---------------------------	--

Micron, Inc.	
--------------	--

Mighty Mover Company	
----------------------	--

Milwaukee Road, The	
---------------------	--

Missouri Pacific Lines	70
------------------------	----

Monarch Rubber Co.	
--------------------	--

Monon Railroad	30
----------------	----

Morrell Mfg. Co., John	
------------------------	--

Moto-Truc Co., The	
--------------------	--

N

National Truck Leasing System	77
Nickel Plate Road	

North American Van Lines, Inc.	16
--------------------------------	----

North Pier Terminal Co.	28
-------------------------	----

P

Pallet Vault Corp.	
--------------------	--

Penco Engineering Co.	72
-----------------------	----

Port of Long Beach	
--------------------	--

Port of Los Angeles	
---------------------	--

Pullman-Standard Car Mfg. Co.	
-------------------------------	--

R

Rack Hydraulic Equipment Corp.	
--------------------------------	--

Rapids-Standard Co., Inc.	
---------------------------	--

Raymond Corporation, The	
--------------------------	--

Ready-Power Company	68
---------------------	----

Remington Rand Div., Sperry Rand Corp.	
--	--

Reo Motors, Inc.	
------------------	--

Revolator Company	77
-------------------	----

Reynolds Ink, Inc.	
--------------------	--

S

San Francisco Warehouse Co.	72
-----------------------------	----

Santa Fe Railway	75
------------------	----

Service Recorder Company	
--------------------------	--

Slick Airways, Inc.	69
---------------------	----

Soector Freight System, Inc.	8
------------------------------	---

Sten-C-Labl, Inc.	
-------------------	--

Sturd-Bilt Engineering Co.	66
----------------------------	----

Summit Fast Freight, Inc.	
---------------------------	--

Swing-Shift Manufacturing Co.	76
-------------------------------	----

T

T.I.M.E., Incorporated	
------------------------	--

Titan Pallet Co., Inc.	
------------------------	--

Toledo Scale Company	
----------------------	--

Towmotor Corporation	6
----------------------	---

Trans World Airlines	
----------------------	--

U

Union Pacific Railroad	7
------------------------	---

United Air Lines	12
------------------	----

United Van Lines, Inc.	110
------------------------	-----

W

Webash Railroad Co.	
---------------------	--

Weber Addressing Machine Co., Inc.	
------------------------------------	--

White Motor Company	
---------------------	--

Wisconsin Motor Corp.	74
-----------------------	----

Y

Yale & Towne Mfg. Co.	
-----------------------	--

For Warehouse Advertisers See Pages 80 to 109



YOUR ATLAS
PARTNER IN PROFIT—
ED STARCK
OF WEST VIRGINIA
—A GOOD MAN
TO KNOW . . .

Like so many Atlas leaders, E. J. "Ed" Starck, president of Starck Van Lines, Inc., Weirton, W. Virginia was born to the moving business. In 1922, his father, John Starck started with one piece of equipment. Today, Starck enterprises include the parent company, Starck Warehousing Inc., and Starck Rental, Inc. This young, energetic dynamo heads all three!

34 year old Ed is an Atlas leader—a member of the Advisory Board and the Eastern membership committee. He also finds time to serve as a Director of both the Movers' & Warehousemen's Association of America, Inc. and the West Virginia Motor Trucking Association as well as participating in the Weirton Junior Chamber of Commerce, the National Defense Transportation Association of Washington, D. C., the Traffic & Transportation Association of Pittsburgh and the Tri-States Motor Trucking Association.

In all ways . . . a mighty nice fellow to know is Ed Starck . . . typical of the intelligent, far-sighted, progressive men who make Atlas Van-Lines a growing, vital force in the moving picture of America.

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Top Profit Franchise Area—Limited number of select agents in an area—Atlas name works harder for you.

Top Profit Sales—based upon sensible rates, dependable service and coordinated dispatching facilities.

Top Profit Promotion—Year round "customer pulling" national and agent merchandising program.



Okay Partner!

Send us the Facts!

Mr. Howard Hay
Director Agent Relations
Atlas Van-Lines, Inc.
7530 South Western Avenue
Chicago 20, Illinois

ATLAS VAN-LINES, INC.

General Offices: 7530 South Western Avenue, Chicago 20, Illinois

Please rush complete details on the top-profit Atlas agent franchise program.

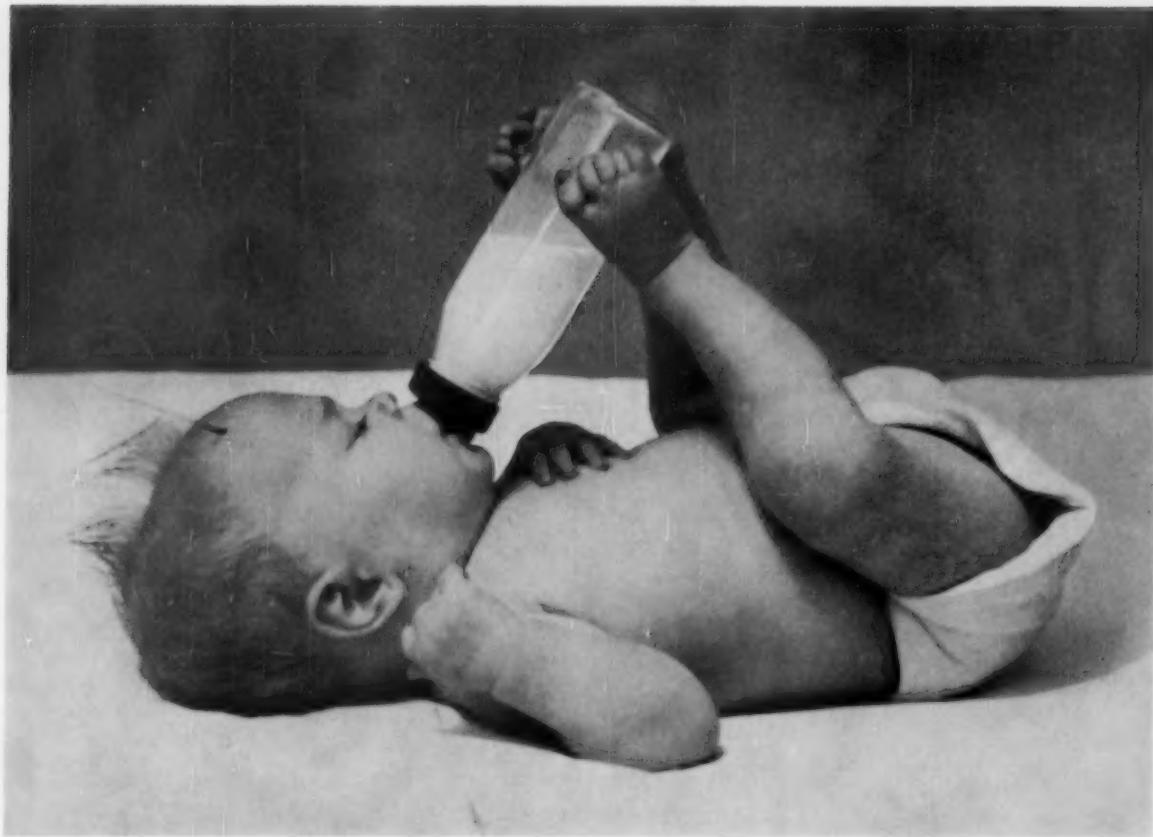
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